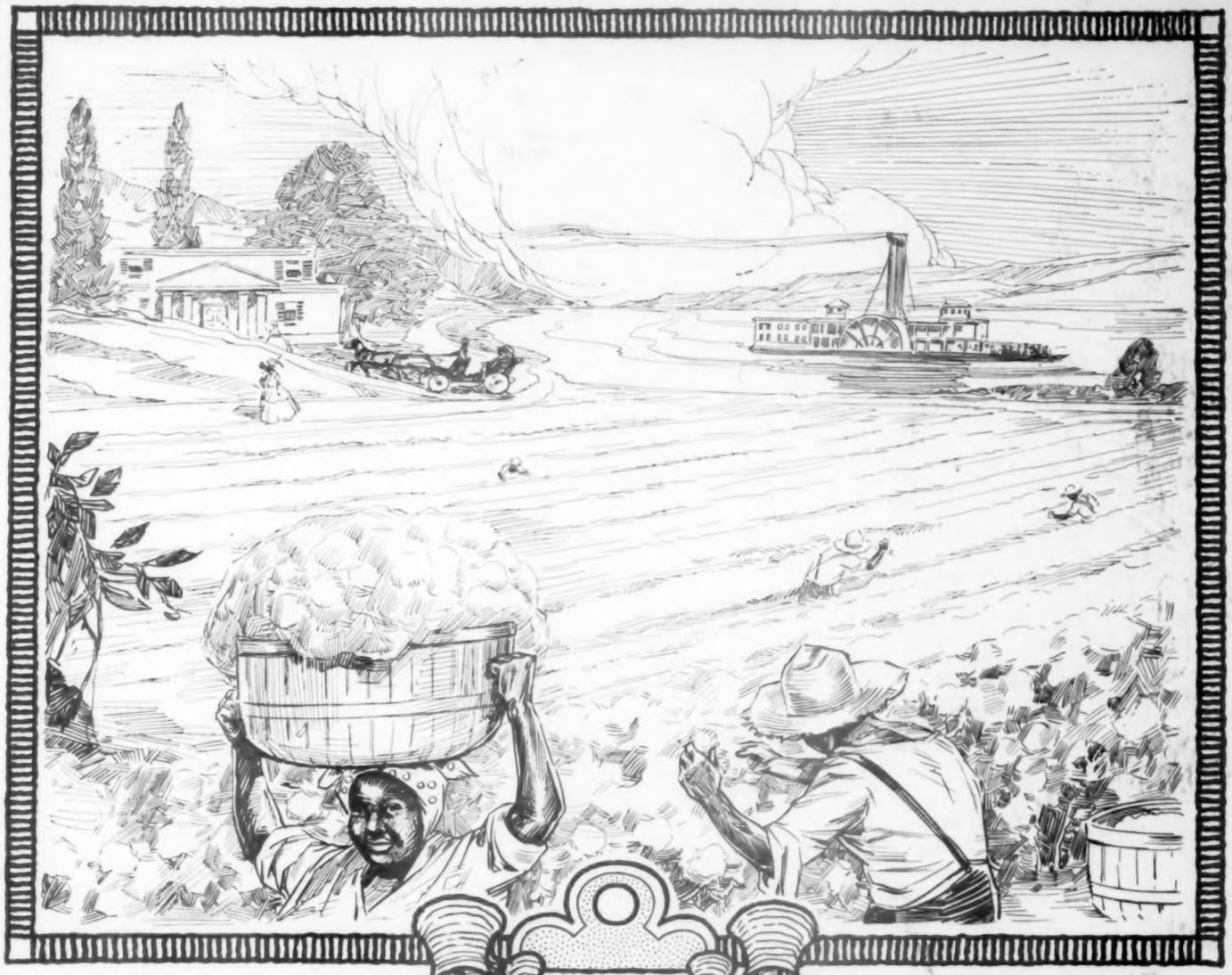
SPECIAL FEATURES—STATIONERS' AND MANUFACTURERS' CONVENTION AT ATLANTA, GA., ANNUAL BUSINESS SHOW, NEW YORK



WITH THE KEY ON THE COVER

OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FOUNDED BY GEORGE H. PATTERSON
EDITED BY EVAN JOHNSON

Business Equipment Journal Incorporated with Office Appliances

NOVEMBER, 1916

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of the UNDERWOOD WINS

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for the Eleventh Consecutive Year

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OFFICE APPLIANCES
The Magazine of Office Equipment
With the Key on the Cover

FOUNDED BY GEO. H. PATTERSON

Managing Editor—EVAN JOHNSON HOBART W. MARTIN, Associate Editor

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Office Appliances is a monthly trade journal covering the manufacture and distribution of office machinery, office devices, office furniture, office supplies and the entire range of commercial stationery. It serves a clientele composed of managers and agents for the various office machines, devices and supplies, commercial stationery dealers and the purchasing agents of many of the largest corporations in the United States. It also reaches some dealers in fifty-four other countries who deal in American office equipment.

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Walnut Lumber for Office Furniture.
American Walnut Ass'n 122

Waste Baskets.
American Vulcanized Fibre Co. 215
Art Metal Construction Co. 191
Barbee Wire & Iron Works Co. 129
Erie Art Metal Co. 237
Massillon Wire Basket Co. 216
Metal Office Furniture Co. 227
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The Service Bureau of Office Appliances Is for the Exclusive Use of Subscribers and Advertisers

In the execution of its various commissions this bureau calls upon practically every member of the staff. It answers by personal letters all inquiries upon matters germane to the field, it furnishes special reports upon articles of office equipment, supplies names of manufacturers of any article wanted, puts man and job together, prepares advertising copy, furnishes lists of desirable agents and dealers in nearly every country, aids foreign dealers in securing U. S. A. lines and in many other ways performs useful service, all without charge. Subscribers in every land have made, and are making, good use of this bureau; manufacturers in every section of the field have had evidence of the service.

THE bitter political campaign through which we have just passed impresses us with the fact that what the country most needs right now is a great national revival meeting. Not a revival of patriotism, for there is no lack of that genuine patriotism which inspires men to group around a great common cause of the country, but a livened sense of appreciation of our national life, our institutions, our industries and our own people.

We seem to have got out of plumb with ourselves. For two years we have been under the psychological influence of the war in Europe. The achievements of the nations involved have challenged our admiration. We have praised their institutions and criticised our own.

We have commended the excellence of German order and German system. We have complimented the French and the British and the Russians and the Italians and the others. We have had praise for everybody but ourselves.

We have been a house divided. Our political groups, both as groups and as individuals, have held each other up to scorn.

We need a little more national fraternity, a little more national camaraderie.

We need not praise our country and our institutions at the expense of any other country and its institutions, but among ourselves let us stand for our own.

Our men and our women are as great as the men and women of any nation. Our industries are as splendid as the industries of any nation. Our institutions are as great as the institutions of any other nation. Our moral ethics are as high as the moral ethics of any people. Our business ethics and our business practices are as good as any in the world.

We have too many family dissensions. We have too many criticisms for the things which are our own. We reserve our napkins for "company." Let us give the best that we have to our own; the best of our courtesy, our consideration, and our kindness.

At no time in the history of our country has there been greater need for united spirit and united action.

If the object of government is the contentment and happiness of its subjects, then our form, although once an experiment, stands as high as that of any system of government in the world. If the standard of government be measured by the standard of its average citizen, ours is equal to any. Let us have done with carping criticism. Let us join in a great national revival of the spirit—

"My Own United States."

CHARLES NORTH BELLMAN

Re-elected President of the National Association of Stationers and Manufacturers

See Page 198.

OFFICE APPLIANCES

THE MAGAZINE OF OFFICE EQUIPMENT

FROM THE PUBLISHERS' POINT OF VIEW

The Annual Business Show.

THIS event, which took place in New York City during the middle of October, was most important and interesting. Readers who are desirous of being up-to-date in office appliances will read with interest the report of this show, which occupies about fifteen pages in this issue. Many of the prominent office appliances and office machinery concerns were represented with exhibits, and many new devices were shown, descriptions of which are published in the show story.

The typewriter contests were of great interest, Miss Margaret Owen retaining her title as international champion, achieving the remarkable score of 137 words per minute. These speed and accuracy events are markers which supply from time to time ideals toward which other workers in the field may labor. They are valuable as milestones on the road toward greater office efficiency.

The show was conducted with dignity and upon its usual high plane of efficiency. The exhibitors were universally well pleased with the results achieved.

Underwood Company Takes Important Step.

THE announcement elsewhere in this issue of the decision of the Underwood company to organize and establish a profit-sharing plan among its employés is the most important event which has happened for some time in the typewriter world. The plan was conceived in recognition of the fact that the growth of the company is in considerable part due to the loyal and faithful services of the employés. It is to the interest of the company as well as to the individual employé to encourage thrift and saving and to provide funds in case of disability or death.

The plan is essentially a profit-sharing plan, and has nothing to do with wages or salary. It is given as an incentive and encouragement for better service. The proportion of profits distributed is according to the wages drawn by the employé, and is fixed on a percentage basis, so that those employés who achieve promotion by exceptional service will find their share of the profits increased as their wages mount.

The plan as outlined in the circular which is quoted elsewhere, outlines a carefully drawn system whose working will inevitably result in largely increased efforts on the part of employés and cannot fail to produce a loyalty to which the employés of many large concerns are strangers.

Office Appliances believes the time is coming when some such system of sharing profits will be generally adopted by large concerns throughout the United States. Such systems cannot fail to result in tremendously increased advantages for the entire country, for they will make employés partners in production and management of large industrial plants. The ultimate results of such a system generally adopted will be a more intelligent application of business principles and co-operation throughout the country, increased knowledge of economic factors and conditions, and an irresistible pressure upon government to establish those laws and regulations which shall make for the prosperity of the entire country. We congratulate the Underwood Typewriter Company upon its courage in becoming a pioneer in this important work.

The Atlanta Convention.

THE South, as represented by the city of Atlanta and its citizens, has come up to the very highest ideals of southern hospitality. Atlanta achieved a convention where everyone felt at home and everyone had a good time. Furthermore, it accomplished the feat of conspiring with the weather man to give the city ideal days and nights, whose temperature was just exactly right for comfortable living.

The report of the convention which is published in the convention section of this issue, will give some idea of the range of subjects discussed. The attendance at the convention was very large, and several important and far-reaching decisions were arrived at.

The association, as a result of the work done at Atlanta, goes into the next year with the assurance that through the re-election of Mr. Bellman the policies of the previous year will be carried out and brought to completion, and it proceeds with the certainty that the association as a whole, including retailers, wholesalers and manufacturers, is more closely united in community of interest and effort than ever before.

Chicago Next Convention City.

IT WAS a happy choice which made Chicago the scene of the thirteenth annual convention of the National Association of Stationers and Manufacturers, which will be held the second week in October, 1917. Not only the size but the importance of the association grows year by year, and it is fitting now that the organization is reaching important proportions that it should hold its next annual meeting in the second city in the United States—the city which beyond all others is the easiest of access to the largest number of the trade. No other city is so situated that it can be reached by such a volume of rail and water communications, and we predict that the attendance at the Chicago convention in 1917 will easily break all previous records.

Chicago feels that it is necessary to make no promises as to what will be done to make the stay of its guests pleasant at the next convention. It presents to the members of the association all the advantages and opportunities of a large and cosmopolitan city, with the positive assurance that each and every member of the trade located here will do his utmost to make the convention the most notable one in the history of the organization.

We predict that many of the delegates who come to us from the East next October will not neglect to avail themselves of the opportunity to come by way of the Great Lakes, and thus enjoy the beauties of the water route. Chicago is twenty to twenty-eight hours from eastern points, according to the train one takes; twenty-two hours from Atlanta, about sixty hours from the Pacific coast, and but part of a day's journey from many of the most important cities of the central-western states. These things should be instrumental in inducing every stationer to get out and visit the Big City during convention week. Chicago will certainly do its best as host.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

of Office Appliances, published monthly at Chicago, Ill., for October 1, 1916.

State of Illinois, County of Cook, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared C. F. Malatesta, who, having been duly sworn according to law, deposes and says that she is the secretary of the Office Appliance Company, publishers of Office Appliances, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:

Publisher—Office Appliance Company, 417 S. Dearborn St., Chicago, Ill.

Editor—Evan Johnson, 115 N. Kenilworth Ave., Oak Park, Ill.

Managing Editor—Evan Johnson, 115 N. Kenilworth Ave., Oak Park, Ill.

Business Manager—Evan Johnson, 115 N. Kenilworth Ave., Oak Park, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):

Evan Johnson, 115 N. Kenilworth Ave., Oak Park, Ill.

Albert H. Hitchcock, 3417 W. Monroe St., Chicago, Ill.

C. F. Malatesta, 6221 Drexel Ave., Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)—None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stokholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

C. F. MALATESTA, Secretary.

Sworn to and subscribed before me this 18th day of September, 1916. W. F. WARRICK.

(Seal.) (My commission expires May 8, 1920.)

IT'S CURIOUS HOW A DIVORCE FROM AN EXPENSE ACCOUNT SIMPLIFIES ONE'S TASTES. A LOT OF CHAPS WHO COULDN'T SURVIVE IN ANY HOTEL ROOM BUT A SECOND FLOOR FRONT WITH HOT AND COLD RUNNING WINDOW SHADES, WHEN TRAVELING AT THE COMPANY'S EXPENSE FIND THEMSELVES QUITE COMFORTABLE IN DOLLAR-AND-A-HALF-A-DAY QUARTERS WHEN PAYING THEIR OWN BILLS.

Ike Milliken says—Our necessities increase in precise ratio to our ability to pay for them—or have them charged.

—*A. Hoosier.*

NOTHING SUCCEEDS LIKE DIFFERENCE

Being the fourth of a series of articles written especially for Office Appliances under the general subject title—

THE DAY'S WORK

the third of which, entitled "The Problem of Concentration," appeared in the October number.

By the Rev. Wallace Herbert Blake

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"WHY did I discharge him? Because he was too much like me. I got tired of seeing a subordinate replica of myself going through the motions. I do not mean that he consciously imitated me. It was merely his monstrous capacity for unintelligent adaptation that cost him, first, his personality, and finally his job. Sorry! But I reckon the Creator made him in His own Image, rather than mine. In his next position he will have the opportunity to recapture himself."

The speaker was a kindly and thoughtful Southern office manager of the newer school. He referred to his private secretary, who had just resigned—by inspiration. In a few terse sentences he had suddenly reminded me of the hitherto hidden reason for my own first business failure, years before, and had stated what I believe to be the commonest explanation of nine-tenths of all croppers in the commercial derby.

Some men never get out of their skins, in business. These are the Scrooges, at the top, and the constitutional anarchists, at the bottom. They are bad enough, but their individualism really hurts no one but themselves.

The more poisonous variety is the human chameleon. In every job he takes he develops a brand new hue—the dominant shade of the boss's temperament. If you will recall the slippery and sinuous secretary to the villain in "David Copperfield," whose name the Editor of "Office Appliances" will perhaps obligingly supply in a footnote, you will have the type intensified to the Master's degree. The "gentleman's gentleman" so brightly staged by Tom Taylor is his English cousin.

Yet no nearer than cousin. Let us be just. He is something subtler than a flunkey—something sadder than a valet. He might be called a thief, with more honor to an ancient guild. The magazine fiction writers would prefer the word "vampire." But the stage—with its elastic response to the demands of character-definition—has best brevetted him. He is the understudy—doubtless, even to his wife.

Your value to your employer consists fundamentally in the fact that you are a different man—that you are a free soul. He hires your own personality; he gambles on your having one. He doesn't want a duodecimo edition of himself, however de luxe. Jesus Christ did not—I write it in all reverence. He called men to share, in a measure, His Divinity. But they were men as different as possible from His own Humanity. He reckoned with their weaknesses—wrote their frailties on the sands of His infinite patience—braved the traitor, the coward, the worldling and the sentimental skeptic—for the sake of their strength. (It is the slazey modernist theology that teaches us we may all be "so many Christs"; who could really respect a Leader who wanted us to be?)

By becoming another than yourself, you not only insult your own soul; you rob that Other of something that is his. There is the Vampire, the secret Power that Preys, in many an office. Stand on your own feet. You may help the Boss

to stand on his. Assume that you have a soul, even if you are grown accustomed to ignoring it; let the materialists and the cowards and the cringers go hang!

You will lose your job? Fiddlesticks! You will lose, then, something that never existed, for no employer knowingly pays salary long to a shadow. Even so, if fear be your ruling motive, think well of this: you shall some day lose your life—that quintessential job of all. Shall you lose that life to find it again, do you think, with the adventurous Christ, if you lose it day by day without recompense to yourself, or to them ye serve? Shall you rise again, who now merely fall?

Obey orders! Yes. Relentlessly and ruthlessly of pride or sensitive feeling. But even to obey, there must be in the obedient a certain freedom. Be yourself—to be a soldier. Be yourself, with Epictetus—even to be an immortal slave.

Being yourself, you will be different—increasingly different—from your environment, love and respect it as you must and should. Does steel become brick or wood because welded with it in building a home or factory? Does a husband become his wife, or a wife her husband (however mutually becoming!) by marriage? No more need you fade, or dull, to the color of your environment. You are paid to lighten that environment—to paint, perchance, a saffron office red. Do not acquire an environmental jaundice from a Puritan sense of duty! Have a heart!

Nothing succeeds like difference. Nothing so invigorates the beetle-browed manager as a cheerful independence, wedded to obedience. Be free, yourself, Friend Slave, not merely for Freedom's sake with Rousseau, but that you may set others free. For whom the free set free are free indeed.

Nothing succeeds like contrast. Your city-bred man does best in the small town. In Babylon he was an electron—an immaculate atom. It is always Dick Whittington who goes up from the country to be Lord Mayor of London. Boston plays best against Chicago, though Chicago routs New York, and New York tolerates Boston as a suburb. The world is built of differences, Brother, not samenesses. Bury the remnants of your mechanical cosmos in the ruins of Louvain: the bugles blow advance!

Be I, and I shall hate you, for I ceased to love myself long ago, save as that self evolves and changes. If I am you, or try to be, you will despise me—and rightly. Train your puppets to think, or work, or fight, or worship God alike. Kulturize them, Brother Kaiser! And presently you will spurn them from beneath your feet. I can love only my Opposites. And my Likes had best beware how they venture to feign an opposition which is not sincere. For the ages of the protoplasm and the cog-wheel are already past, and Dawn has arisen in the East!

¶ *A proper self-respect teaches reliance upon self under the ruling agency of the universe. Self-respect is not self-glorification—it is reverent of the Temple wherein immortality for a time abides. It shames the palterer and flays the coward; it performs fully its work; and it fights the battles of right, knowing that every wrong is a threat against that freedom of mind and spirit without which nothing else is secure.*

H. C. McPIKE

H. C. Pike, a sketch of whom we have the privilege of presenting to our readers this month, was born in Chicago, October 8, 1887. His grammar school education was completed in Chicago, while he finished high school at Wabash, Ind., at the age of seventeen, his parents having moved there in 1902. He was prominent in high school athletics, having been quarterback on the football team, captain of the basketball team, and second baseman on the baseball team.

In 1904 he started to work for the Wabash Cabinet Company as printer's devil in the index department. Here he worked on the presses, on the cutter, on the rotary, on die machines, punches, rulers, etc., securing practical experience of how filing cabinet supplies are made. In the fall of 1904 he went to London, England, accepting a position with the Rockwell-Wabash Company, then exclusive sales agents for the Wabash Cabinet Company for the British Isles. Here he had charge of the manufacturing end in supplies, quoted all prices, designed systems to be sold by the local salesmen, and spent some time in the selling end. After eighteen months in London and three months on the continent traveling through Belgium, Holland, Germany, Switzerland and France, he returned to the United States and went with the Wabash Cabinet Company as a salesman, selling direct to the consumer. Soon afterward he became special representative to domestic agencies, traveling from coast to coast and from the gulf to northern Canada, calling on stationers, furniture stores and office appliances dealers. In this way he became widely acquainted. About this time he took a complete correspondence course in advertising.

Mr. McPike conceived a service department, devoted to the interests of the dealer. Under his management the service department has grown to important proportions. This department directs the advertising, sales and manufacturing end in the interests of Wabash exclusive dealers through whom the product is sold.

Mr. McPike holds a gold button of which there are only two on the local golf links, and is captain of the golf team which represents Wabash in the Northern Indiana Golf League. He represents Wabash in singles and doubles in tennis, is a thirty-second degree Mason, a Shriner and an Elk, and belongs to the Wabash Commercial Club.

F. L. BENEDICT

F. L. Benedict, advertising manager of the Elliott-Fisher Company, Harrisburg, Pa., has become one of the foremost advertising men in the office machinery field. He was born and raised in Oconomowoc, Waukesha county, Wis., where the White Rock water comes from.

The first real business experience was in a general fire insurance company's office in Chicago. In 1902 he left Chicago and located in Los Angeles, Cal., where he conducted a fire insurance agency of his own.

In the year of the San Francisco disaster he sold his business and moved to New York City, where he connected himself with Butler Brothers, the wholesale mail order house, remaining in this position five years, during which time he made a careful study of mail order merchandising.

He resigned that situation to become financially interested in the Austin Walker Company, manufacturers and distributers of fancy goods and notions, where he took charge of the direct promotion of sales. Four years ago Mr. Benedict left that company and became identified with the Elliott-Fisher Company, with whom he is now connected. His mail order experience enabled him to take charge of the sales of the Bennett typewriter, which was then being manufactured by the Elliott-Fisher Company, Mr. Benedict making his sales headquarters in New York City. In January, 1914, he was transferred to the general office at Harrisburg to edit the Elliott-Fisher house organ "Ginger," and to take general charge of the advertising under the direction of C. H. Hunter. Mr. Benedict is now manager of general publicity and sales promotion work for the company, his previous business experience in connection with direct sales in the mail order business, as well as in mail order advertising having been of great value to him as head of the important publicity and promotional work of the Elliott-Fisher Company, the force and effectiveness of whose advertising has shown steady progress under Mr. Benedict's capable direction.

Mr. Benedict is a young man of force and ability. He is a man of well balanced physical and mental organization, and his judgment in business affairs is admittedly sound. His work has received high praise from C. H. Hunter and other officials of the Elliott-Fisher Company.

NEW YORK BUSINESS SHOW SETS RECORD

Frank C. Tupper, President, Annual Business Show Company.

Twelfth Annual Office Appliances Exposition requires every available foot of space in the big Armory. Attendance exceptionallly high class. Contests and special features unusually noteworthy.

Nathan W. Tupper, Vice-President, Annual Business Show Company.

THE Thirteenth Annual New York Business Show, in spite of the superstition with which the number thirteen has been associated was, both for the exhibitors and the show management, a great and glowing success. The business show was held at the 69th Regiment Armory, Lexington avenue and Twenty-sixth street, New York. Success has attended the holding of the show at the armory during the past few years and it has now become a matter of custom to associate the armory with the show. Moreover, the armory is centrally located, offers ample space for all displays to be held on one floor, and is characterized by cleanliness and order.

The Tupper brothers had worked efficiently, and every booth in the building had an exhibitor. Not an inch of space could be secured after the show was declared open. Those exhibitors who had booths at the show were well pleased with what they accomplished. Expressions of complete satisfaction with the actual business done on the floor and the large number of prospects secured were heard on every hand. Taken all in all, it was a banner show in a banner year.

The Decorations.

The general appearance of the show was in every way admirable. The decorations were uniform and the booth embellishments arranged in splendid taste, with just sufficient ornateness to properly show off the exhibits. The lighting was all that could be wished and the new covering for the ceiling, a combination of navy and cadet blue and a matter of considerable expenditure, harmonized beautifully with the general scheme. To those entering the hall the whole effect was a subject for favorable comment.

As is usual on these occasions some of the larger exhibitors went to considerable expense and trouble in decorating their booths. The extra decorations, however, were confined to the interiors of the booths. Nothing was permitted above the tops of the signs and as a result the harmony of the whole effect was not marred.

The Remington Typewriter Company adopted a color scheme of black, red, and green and the general effect was very striking. The addition of expensive lamps, ornate rugs, and a number of large palms made this booth very attractive.

The Underwood booth was decorated with American Beauty roses, palms, and handsome urns filled with choice flowers.

The decorations in the Royal booth were elaborate, yet in perfect harmony with the surroundings. Royal blue velvet and gold braid panelling on the curtains were used and this same scheme was carried out in the panels on the rail around the booth, except that the word "Royal" in gold letters appeared in the center of each of these panels. This was a novel and beautiful handling of the space, and attracted much favorable comment. Bronze chrysanthemums and oak leaves with some magnificent palms added greatly to the decorative scheme.

Black and yellow was the scheme of coloring adopted by the Oliver Typewriter Company and this was carried out in excellent manner by skilled decorators from John Wanamaker's. The furniture in this booth too had been specially designed and made for this show by Marshall Field & Co. of Chicago and carried out to the full the same color scheme, even to the initial letter "O" on the ends of the benches. Amber colored electric lights above and at the sides of the booths enhanced the charming effect. Across the center of the booth was a canopy of autumn leaves with amber lights interspersed and the floor was covered with linoleum with a design of black and white squares. The whole effect was admirable and the Oliver company is to be congratulated on the general appearance of its booth.

The Burroughs Company, the Hammond Typewriter Company and others had flowers, ferns, and autumn leaves which added greatly to the beauty of the surroundings.

Special Days and Features.

Monday was Business College Day and thousands of future business men and women trooped through the aisles, eagerly examining each display and taxing the ability of the demonstrators and salesmen to answer their hosts of enquiries.

Wednesday and Friday afternoons were Executives' Days and the attendance during these days was of high character. Representatives from some of the largest firms in the city and territory were present. Much good business was reported to have been done by exhibitors on these afternoons.

One of the particularly interesting groups of visitors seen on Monday and later in the week were a number of Japanese gentlemen, who displayed much interest in what they saw.

On Thursday evening the Woman's Military Preparedness Party company in uniform visited the show and paraded through the aisles. The L. C. Smith Bros.' Typewriter Company had a silk American flag hanging over their booth. This they took down and saluted the ladies as they marched past the booth. This feature aroused great enthusiasm in the part of the hall in which it occurred.

Several Contests Held.

Miss Margaret B. Owen, operating an Underwood typewriter, won the international professional typewriting contest for speed and accuracy. This contest was of one hour's duration and Miss Owen wrote an average of 137 words per minute, thus breaking her former world's record of 136 words per minute net, established last year. The $1,000 silver trophy, the "Office Appliances" cup, will be retained by the Underwood during the coming year.

The amateur typists' contest of half an hour's duration was won by Miss Hortense Stollnitz, operating a Remington typewriter. She wrote 137 words per minute net. The

Miss Margaret B. Owen, Winner of the Professional Contest.

novice contest of fifteen minutes' duration and open only to those who had not used a typewriter previous to September of last year was won by Miss Genevieve Maxwell on an Underwood, she succeeding in writing 101 words per minute net. A full report of the contests will be found elsewhere.

The Dictaphone Company also held a contest for Dictaphone operators. This contest, like the others, was in charge of Prof. J. N. Kimball, who has conducted these contests for many years, and whose account of the typewriter and dictaphone contests is published in another column. In all the contests, except the dictaphone contest, those who take part were required to copy subject matter from printed pages, which none had ever seen before.

In the dictaphone contest L. J. Tannenholz, professional, won the trophy at 126 words per minute net, and Miss Jeanett Dorf was second with 120 words per minute. The amateur contest was won by Miss Anna Von Gerlah, 94 words per minute net, and Miss Ruth Rudolph was second with 90 words per minute.

When on Saturday night the strains of "Home Sweet Home" resounded through the hall they signalled the

Miss Hortense Stollnitz, Who Won the Amateur Typists' Contest.

termination of a week of demonstrations and sales, which almost without exception was eminently satisfactory. A splendidly diversified collection of exhibits had been displayed and a spirit of definite accomplishment must have filled every representative of the many concerns whose products were represented.

Records in the Typewriter Contests.

Machine	Name.	Gross.	Errors.	Penalty.	Net words.	Words per min.
	PROFESSIONAL.					
Underwood	Margaret B. Owen....	8,549	62	310	8,239	137
Underwood	William F. Oswald....	8,577	85	430	8,147	136
Underwood	Emil A. Trefzger.....	8,474	83	415	8,059	134
Underwood	Gus R. Trefzger.....	8,336	70	350	7,986	133

L. J. Tannenholz, Winner of the Dictaphone Contest.

Underwood	J. L. Hoyt	8,191	60	300	7,891	132
Underwood	Bessie Friedman	8,114	49	245	7,869	131
Underwood	Fred Jarrett	7,218	71	355	6,863	114
Noiseless	Thomas Ehrich	7,169	77	385	6,784	113
	AMATEUR.					
Remington	Hortense Stollnitz	4,428	65	325	4,103	137
Underwood	Bessie B. Linsitz	4,159	24	120	4,039	135
Underwood	Rose Bloom	4,074	18	90	3,984	133
Remington	Anna Gold	4,290	68	340	3,950	132
Underwood	George Hossfeld	4,049	25	125	3,924	131
Underwood	George Gaskill	4,168	61	305	3,863	129
Underwood	Clarence Bills	3,868	20	100	3,768	126
Underwood	Parker Woodson	3,828	24	120	3,708	124
Remington	A. Steinberg	3,864	43	215	3,649	122
Underwood	William Miller	3,756	33	165	3,591	120
Remington	George Zeihl	3,817	52	260	3,557	119
Underwood	Martha Dunn	3,783	48	240	3,543	118
Underwood	Howard Pfrommer	3,710	50	250	3,460	115
Underwood	Sarah Rosenberg	3,591	73	365	3,226	108
Remington	James Riordan	3,134	5	25	3,109	104
Underwood	Arthur Hanrahan	3,395	102	510	2,885	96
Underwood	T. E. Clark	3,263	103	515	2,748	92
Underwood	Lillian Baker	2,694	1	5	2,689	90
L. C. Smith	Ida Leinert	3,073	102	510	2,563	85
Underwood	D. E. Allen	2,935	84	420	2,515	84
	NOVICE.					
Underwood	Genevieve Maxwell	1,811	60	300	1,511	101
Remington	M. C. Waner	1,724	47	235	1,489	99
Underwood	Celia Greenberg	1,678	41	205	1,473	98
Remington	Beatrice Horwitz	1,514	11	55	1,459	97
Underwood	Anna Johnson	1,581	32	160	1,421	95
Remington	Helen Adams	1,672	68	340	1,332	89
Remington	Gertrude Holbert	1,543	81	405	1,138	76

ONE MINUTE TEST.

Won by Miss Owen, 130 words net.

The Typewriter Contests.

By J. N. Kimball.

Arms on armour clashing bray'd
Horrible discord, and the maddening wheels
Of brazen chariots rag'd; dire was the noise
Of conflict. —Milton.

Prophetic Milton—one might almost believe he beheld with his sightless eyes the dire conflict at the 69th Regiment Armory on October 16 of this fast closing year. For the tenth time the armies of the clicking types met on the field of battle and fought for the citadel of typewriting supremacy—for glory and for the prize which for a decade has represented the best there is in machine speed and accuracy, the trophy—the Office Appliances silver cup—the sign and symbol of progress, the top round in the ladder, the goal of every typist's ambition.

Thirty-six entered the lists, and with the exception of two or three all were trained to the minute. In the professional class were veterans who have participated in nearly every fight for the cup and whose names and faces are known to every typist in the land—seasoned soldiers who "know the game" and who play it with generosity and fairness, longing for victory but willing to accept it only when honorably won.

In the amateur class were many, too, whose exploits in former contests have made them famous and who have been seen in contests in almost every city in the land, from Spokane to Boston, and whose armor showed the dint of many a hard fought field and many a hand-to-hand encounter. There were others who were comparatively new in the amateur ranks, last year's squires, as it were, and who for the first time wore their knightly spurs on an international field; what they all did is shown in the table of results.

And the novices—the youngsters—those who for the first time sniffed the smake of an international contest and learned how to bear themselves valiantly in the affray, they were there and their deeds were worthy of all commendation.

It was a great fight—in some respects the greatest since the Trophy was first flung into the arena as the prize of victory. The only record which was broken was in the professional class, and that only by one word, but in the aggregate the results shine out like a lighthouse on a winter's night. Eleven operators wrote over 130 words per minute net, and twenty-four passed the 100 mark. These figures mean much. If one will stop to consider the matter he will remember that the average amanuensis in the commercial offices of today cannot write in shorthand more than 120 words per minute, and here are eleven who far exceeded that figure, without abbreviation of any kind, following the copy with microscopic accuracy, and penalized overwhelmingly for the most minute error—a misstruck letter or an added space—a line a shade too long or a single stroke too short. Ten years ago these things would have passed almost for miracles—ten years hence they will have been forgotten in wonders still greater which will surely come.

So far as the contest manager is concerned he believes the figure should have been still higher, and that the 140

Professor J. N. Kimball, who managed this and previous contests so successfully.

mark ought to have been left behind in the professional class. The book used, "Some Vagrant Ambitions," was practically of exactly the same grade of difficulty as the matter used last year, and the year's added practice should have raised the record from four to six words but for some unexplained reason this was not the case. Individual writers in some cases bettered their former records in what would logically seem to be a proper proportion but as a whole the result was a trifle disappointing.

And right here we want to warn those who make it a habit to study the matter used in these contests that length of word—the number of strokes per word on the average—is not always a gauge of the difficulty of the matter. Smoothness of diction has a greater bearing on the result, and the frequent recurrence of certain combinations of letters on the keyboard often tends to make "hard" matter which would otherwise be "easy." And it might be well to add that in the writing of the books which are used no attempt is made to write "easy" matter other than to tell the story in the way one would tell it if he were relating it at the dinner table or at his club. Having chosen his subject the author sits down with his little "Corona" before him and gets it "out of his system" with no thought as to its being hard or easy

with reference to machine work; in fact, it is written exactly as he would write, and has written, thousands of pages of magazine and other matter, hewing to the line and letting the chips fall where they may. Then the kinks are taken out of it—the grammatical kinks, for in rapid writing there are sure to be a few—and the thing is copied for the printer. Now and then in the process of copying his secretary will chuckle and remark something about certain key combinations, but that is all—if the story is found to contain the proper number of words, it goes. And that reminds us that we are fairly good guessers as to the number of words that will be required. In the present instance two of the professionals stopped within three or four lines from the end of the story and that has been the case in the last four or five contests which have been held. Had the speed been what it should have been this year the author would have been beaten and the operators would have been compelled to rewrite a portion of the last page.

The Dictaphone Contest.

The dictaphone transcribing contest on the evening of the 17th was called a "hummer" by one of the young women who participated, and if we correctly understand what she was getting at she was right enough. Each operator took matter from a dictaphone for five minutes—new and totally unfamiliar matter, of course—each using the typewriter of his choice. In this contest but one word was deducted for each error. There were two classes, professionals and amateurs, the prize for the professional champion being a beautiful silver trophy and a gold medal. The trophy will be competed for again next year, and in fact continuously until someone has won it for three times when it will become his private property. The second in the professional contest and the first and second in the amateur contest received gold medals. The contestants were handled in relays there being many more than the stage would accommodate at one time, and the matter was corrected by people from the office of the contest manager, the results being ready for announcements within three minutes after the last relay had been run off.

An Oliver Feature.

The Oliver Typewriter Company carried out at the show a feature which atttracted no end of comment from the ladies who visited the exposition. The company desired to present for feminine consideration a costume designed especially for business girls. It was decided that Lady Duff-Gordon, the proprietress of the famous Lucille, Ltd., would be a most desirable person to fulfill the commission. Lady Duff-Gordon was about to sail for England when officials of the Oliver company made their request of her, but she gladly took time to express her appreciation of the American business woman, whom she greatly admired. Her task was not an easy one. The gown had to be practical as well as artistic and, withal, subject to such minor modifications as might be demanded by the personality of the wearer.

Model with gown designed at the request of the Oliver Typewriter Company by Lady Duff Gordon and described by Miss Alice Brady, the motion picture star.

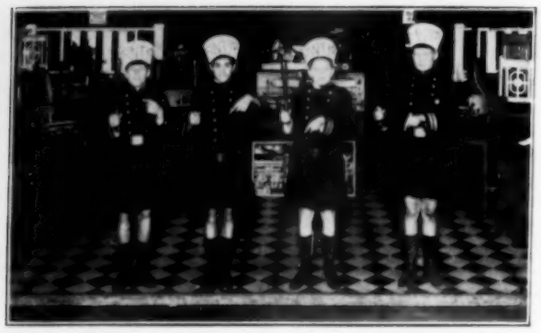
When Lady Duff-Gordon had finished the gown she telephoned to her friend Alice Brady, the actress, who was playing in her father's "World Film" motion picture studio at Fort Lee, New Jersey, and asked her to come over and try on the gown. This Miss Brady gladly did and was so greatly impressed that she immediately ordered one for herself.

The officials of the Oliver company arranged to have Miss Brady attend the business show, and with a model to display the new costume and talk to the girls on subjects of interest to them. Her remarks were characterized by their sound common sense and were listened to very attentively.

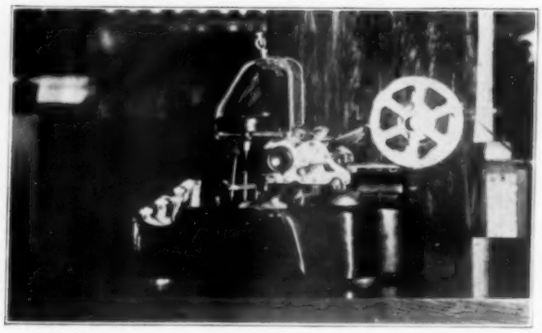
Miss Florence E. Keffer, a demonstrator in the Oliver booth, had the pleasure of being chosen as the model to display the dress. As a mere man we are not in a position to write an intelligent description of this particular article of raiment. However, Miss Keffer, who is of pleasing personality, and wore the dress with what a man who knows states was "charming effect," described the creation as follows: A navy blue serge with white chiffon, hem-stitched seams, white satin collar and cuffs. The dress had a box-pleat effect with black patent-leather belt. A shoulder strap eect, formed pockets for the skirt. This dress was designed as the ideal stenographer's office gown and can be reproduced by any girl who is handy with the needle at a cost of about $12. In connection with this gown the idea for footwear was two-tone, gray, Russian-kid boots, which could be used either for street or motor wear.

Miss Brady held a reception and distributed to the ladies more than 3,000 cards. These were signed by the recipients, who were supplied with patterns of the Lucille gown by the Oliver company.

When the supply of cards was exhausted Miss Brady



Four little urchins in costume helpe dto advertise the Printype Oliver.



A power machine arranged to operate an Oliver typewriter during the show to demonstrate its stability, speed and uniform alignment.

took the names of all the ladies who had not received cards—and there was a crowd of them—and pattern makers are working day and night getting out a new supply of patterns. It is hoped that every business woman in American who desires one of these patterns may be supplied in the near future. Requests stating measurements may be addressed to the Oliver Typewriter Company, advertising department, 93 Oliver Typewriter building, Chicago, Ill.

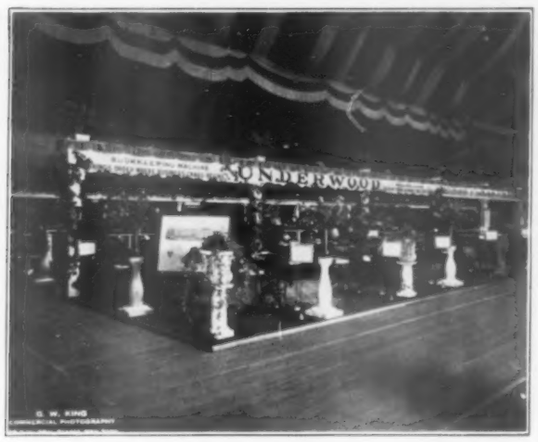
Visitors at the Booth of Office Appliances.

J. E. Neahr, general sales manager, Underwood Typewriter Company, New York, N. Y.; F. E. Van Buskirk, vice-president Remington Typewriter Company, New York, N. Y.; Hon. Benn Conger, president, Corona Typewriter Company, Groton, N. Y.; George Ed. Smith, president, Royal Typewriter Company, New York, N. Y.; O. L. Gagg, treasurer, and C. H. Hunter, assistant general manager, Elliott-Fisher Company, Harrisburg, Pa.; J. W. D. McDonald, president, Ellis Adding-Typewriter Company, Newark, N. J.; L. W. Conger, sales manager, Corona Typewriter Company, Groton, N. Y.; L. W. Jared and Tim Thrift, American Multigraph Sales Company, Cleveland, Ohio; M. L. Eylar, sales manager, and E. K. Stephenson, field manager, L. C. Smith & Bros. Typewriter Company, Syracuse, N. Y.; J. L. Mahin, Chicago, Ill.; W. H. Foster and W. W. Galbreath, General Fireproofing Company, Youngstown, Ohio; A. P. Brooks, general manager, Hammond Typewriter Company, New York, N. Y.; W. H. Beardsley, General Typewriter Exchange, Brooklyn, N. Y.; George P. Wigginton, Kalamazoo Loose Leaf Binder Company, Kalamazoo, Mich.; J. W. Marsh, general sales manager, Ideal Stencil Machine Company, Belleville, Ill.; Jas. L. Dalton, Dalton Adding Machine Company, Cincinnati, Ohio; P. A. Hoffman, Smead Manufacturing Company, Hastings, Minn.; H. A. Stacy, Chicago, Ill.; H. W. Stacy, Los Angeles, Cal.; Louis Dow, St. Paul, Minn.; L. D. Camps, president, Multicolor Sales Company, New York, N. Y.; Tom McMahon, Underwood Typewriter Company, Albany, N. Y.; Uri Doolittle, Syracuse, N. Y.; M. Lauder, Polar Manufacturing Company, Philadelphia, Pa.; C. P. Garvin, former mayor of Pecan Gap, now of New York City; F. J. Kline, president, American Clip Company, Long Island City, N. Y.; Jack Williams, sales manager, Likly Luggage Company, Rochester, N. Y.; E. D. Dorsey and C. Josephs, Office Device Company, Philadelphia, Pa.; Alfred Hall, Boston, Mass.; Miss Kendall, Boston, Mass.; C. B. Munson, assistant secretary, International Money Machine Company, Terre Haute, Ind.; F. K. Pennington, Oliver Typewriter Company, New York, N. Y.

Men From Abroad.

L. Neuman, Paris, France; C. S. Jenner, assistant general manager, Porto Rico Railway Light & Power Company, San Juan, Porto Rico; Arent Claessen, O. Johnson & Kaaber, Reykjavik, Iceland; Ludwig W. Schmidt, Bureau Industrie, Kiel, Germany.

Miss Brady hands out cards to the ladies.



THE EXHIBITS DESCRIBED

ADDRESSOGRAPH COMPANY, 740 Broadway, New York, N. Y., Booths Nos. 29, 30, 39, 40.—This exhibit included: The $37.50 hand operated Addressograph, which enables the office boy (or anybody else) to print typewritten names and addresses on envelopes, post cards, circulars; head up and date statements and ledger pages; imprint pay forms, shipping tags, labels and the like ten times faster than pen or typewriter and without error or omission. The $50 hand operated Addressograph, speediest and most efficient hand operated addressing machine, was also shown. The $27 hand operated Addressograph, which, like the two models already mentioned, prints through a ribbon, was shown equipped with a $15 tag feeding attachment. With this machine it is possible to automatically feed tags in strips with or without string or wire attached, and print names and addresses upon them at the rate of 150 tags a minute.

The foot lever and electrically operated models of the F-1 Addressograph were also shown in actual operation. In addition to accurately printing typewritten names and addresses on envelopes, post cards and circulars at the rate of 2,000 to 3,000 an hour, these machines are equipped with attachments for listing names in one or more vertical columns on pay sheets, drivers' route sheets, etc.; with attachments for printing date or consecutive number simultaneously with name and address; for skipping printing of impressions from certain address plates not desired to print; for eliminating printing of portion of the data on address plates not desired to be printed; for counting number of impressions printed; for automatically selecting certain address plates in one or more classifications to print and skipping address plates in those classifications not desired; for printing subscribers' names on narrow strips of paper which are later placed in a mailer machine which cuts and pastes individual addresses on publications; and with attachments for performing such other special addressing, listing and imprinting work as may be required.

The Automatic Wrapper Feed Addressograph, which automatically feeds wrapper from a roll, prints typewritten addresses upon them, also corner card, postal permit and mail route, and cuts wrappers to required size, at the rate of 7,500 an hour. In addition, this machine during the operation of addressing, separates address plates of those subscribers whose subscriptions have expired into a separate filing drawer. The Automatic 3 Addressograph was shown automatically feeding and addressing public service bills, insurance premium notices and receipts at the rate of 125 a minute.

The Model F-2 Addressograph, a new machine which makes as good "fill ins" to letters as is possible for the typewriter—was one of the features of this exhibit. This machine is an innovation in the addressing machine field, as the printing is done by means of a rotary platen, the same mechanical method of printing used in letter duplicating machines.

Graphotypes, hand operated and motor driven. These machines are used for embossing type on metal plates. Several different styles of type can be embossed, typewriter style, all capitals, or upper and lower case to match standard styles of typewriter type, large clock figures for payroll purposes and bold face type of various kinds for imprinting work.

This exhibit was very attractive and was always well filled by interested crowds. E. J. Ferris, manager of the New York branch of the Addressograph Company, was in charge of the booth, assisted by E. C. Hawkinson, K. MacGregor, J. W. Kerr, R. F. Porter, W. G. Rade, C. E. L. Shaw, H. C. Avery, B. F. Joline, L. C. Cunard, A. F. Knauer, C. D. Smyser, H. B. Ray, J. H. Erwin, A. J. Kenney, F. C. Albers and George Biesinger.

ALEXANDER, W. H., 113 Hudson street, New York, N. Y., Booth No. 90.—Here was shown the improved Ideal stencil cutting machine, which enables the shipping department to save time in marking cases even though only one case is being sent to a customer. The improved Ideal stencil cutting machine is made in three sizes, the No. 1, which cuts the one inch letter, the No. 2, which produces the ⅝ inch letter and the No. 3, which cuts the 7/16 inch letter. These machines attracted considerable interest as they cut stencils with remarkable rapidity. The speed at which they worked was accentuated by the fact that in the booth was a skilled stencil cutter, who by way of comparison was cutting stencils throughout the exhibition. He used a block and mallet and while he worked most industriously and as fast as he was able, he was far out-distanced by the modern plan of Ideal Stenciling.

The "Ideal" has the following features: The stationary dial is at an angle of 45 degrees; it has an automatic word spacer which prevents the operator from perforating the paper where he intends to make a space, the machine is gear-fed instead of friction-fed and the paper is returned automatically from the end of one line to the beginning of the next. It is made in three sizes, the No. 1, which cuts the 1 inch letter; No. 2, the ⅝ inch letter, and No. 3, the 7/16 inch letter. Ideal stencil machines were awarded the gold medal, the highest award, by the International Jury at the Panama-Pacific Exposition.

The Garvey Fountain stencil brush, Model G, and the Garvey Fountain Marker were also shown. These brushes have the ink in the handle and work like a fountain pen. They require no adjustment to start or stop the flow of ink. Demonstrations are given of Garvey marking and stencil ink, which combines quality and low price. It is especially intended to take the place of lamp black and turpentine which shippers are so inclined to use at the present time. Both the old way of marking and the Ideal way were shown here.

General Sales Manager J. W. Marsh, from the home office; W. H. Alexander, H. W. Meyers, J. Suche, A. C. Biehler, C. F. Seaquist, R. F. Alexander, J. McAdams and F. Lubowsky were in attendance at the booth.

AMBERG FILE & INDEX CO., 79-81 Duane street, New York, N. Y., Booths Nos. 68, 69, 70, 79.—Displayed a very complete exhibit of the Amberg line of steel and wood vertical filing cabinets. The exhibit presented a great variety of styles and sizes of cabinets for indexing and vertical filing. The Leader system of indexing vertical files was especially featured at this exhibit, and proved to be exceedingly interesting to all who examined it. The well-known Amberg Indestructible metal tip guides, which are a part of this system, were greatly commended. These guides are furnished to fit all sizes of drawers from the smallest card index to the largest file drawers.

The booth was in charge of P. G. Amberg, assisted by the members of the New York selling force.

AMERICAN MULTIGRAPH SALES COMPANY, 20-22 Vesey street, New York, N. Y., Booth No. 19.—At this booth there were given demonstrations of a full line of hand and power-driven Multigraphs, from the Junior models to the Senior models, with all attachments, which include: The power drive, producing various speeds of from 2,000 to 5,000; the automatic feed, printers' ink attachment, and signature device. Special attention was called to the company's latest model, No. 36, Printer, which has a built-in automatic platen release that does away with offset and automatically stops the machine and draws the platen away when it misses a sheet.

There were also shown two folding machines: No. 17 Universal folding machine, which makes all styles of folds, and operates at a speed of 7,000 per hour, and No. 19 folder, which handles letter size stock and smaller at a speed of 3,200 per hour.

The entire back of the booth showed samples of the work done by users of the Multigraph in and around New York, and presented fine examples of the varied and artistic work done.

The booth was in personal charge of F. E. Cotharin, division sales manager, assisted during the week by the salesmen. Two salesmen were at the booth each day and evening during the show, and there were different salesmen each day. The salesmen who assisted at the booth during the show were: C. J. Durkin, B. F. Van Kannel, Walter Strain, C. A. Reinholtz, F. C. Lenke, Harry Cohn, H. M. Gestefeld and M. M. Spillane.

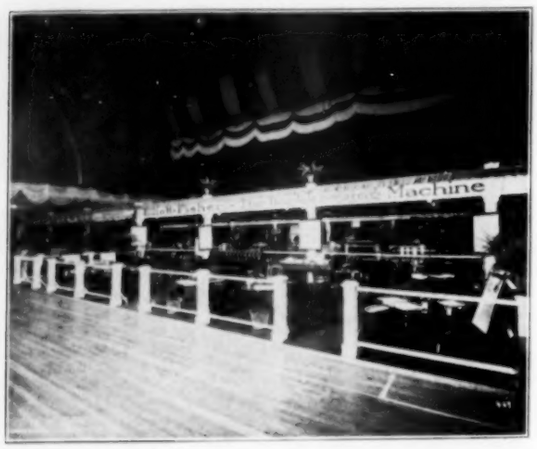
AUTOMATIC ADDING MACHINE CO., 148 Duane street, New York, N. Y., Booth No. 106.—Exhibited the "Golden Gem" adding machine, ranging in price from $7.50 to $17.50; the $15 fractional machine, which adds fractions, and the $25 English currency machine, which adds farthings, pence, shillings and pounds.

The booth was in charge of Carlton Eames, assisted by Alexander Rogers and M. I. Selinkow.

BEATON & CADWELL MANUFACTURING CO., New Brittain, Conn., Booth No. 101.—J. B. Tuft, sales agent, 234 Water street, New York. Here was exhibited the Ludington Copyholder. This device can be used for holding paper of any size. It is placed at the back of the typewriter and consists of two uprights with removable back and indicator. The latter is operated to the position desired by touching a small wheel on the left hand side of the typewriter and this actuates the chain drive. The holder is adapted to any make of typewriter irrespective of size and is so arranged that when not in use it closes down on top of the typewriter and folds within the desk. The chain drive enables the operator to regulate the exact line of copy.

The booth was in charge of J. B. Tuft, assisted by G. B. McCoy and others.

BECK DUPLICATOR CO., THE, 476 Broadway, New York, N. Y., Booth No. 58.—The "Ironclad" Duplicator was here exhibited, also the Beck Oscillating Duplicator. The "Ironclad" consists of a metal frame with a steel bed, and a gelatine film stretched across the bed. This duplicator is operated by hand and will make as many as fifty copies of handwriting or typewriting. The Beck Oscillating Duplicator consists of a drum with a gelatine film stretched over the drum. Fifty to 100 copies of handwriting or typewriting may be produced in from five to ten minutes, by oscillating or partly rotating its drum by means of a handle. Both of these machines are new, and both are equipped with the cloth-back duplicating film.



The exhibit was in charge of Ernest L. Beck, president, assisted by C. A. Kenworthy, Fred F. Fecher, and members of the New York city staff.

BELKNAP ADDRESSING SYSTEM, 32-46 West Twenty-third street, New York, N. Y., Booth No. 18.—Displayed their complete equipment of addressing machines, a special card index machine and a special duplex machine for publishers' use. They also featured the dry typewriter stencils. These stencils are written on any ordinary typewriter without the use of water or any further preparation and can be made as fast as the typist can operate the machine.

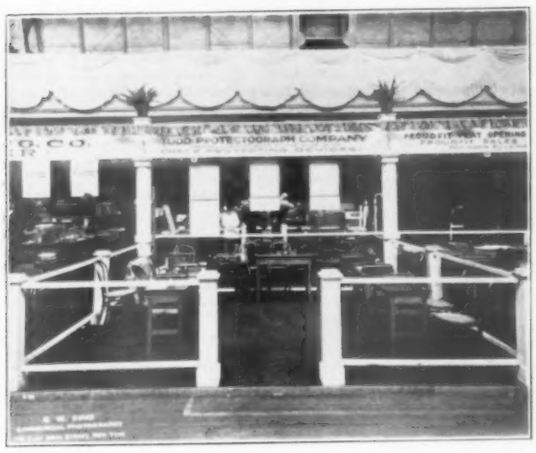
The booth was in charge of E. E. Mills, general sales manager, assisted by the New York staff of salesmen.

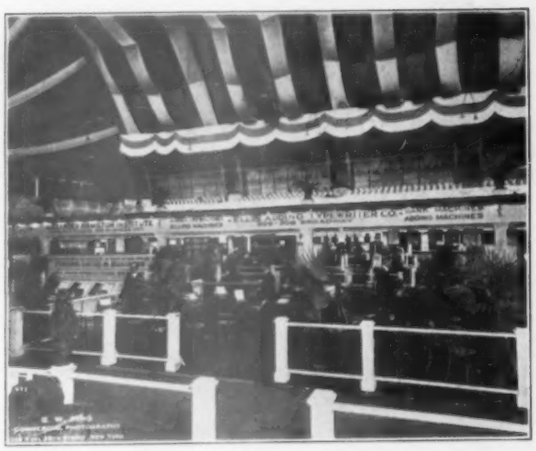
BERGER MANUFACTURING CO., THE, 154 Eleventh avenue, New York, N. Y., Booth No. 76.—The main features of this exhibit were: The Berger line of steel filing units, covering all requirements, together with steel desks and tables; the Berger sectional steel shelving and bins, adaptable for storage of raw and manufactured material, such as parts and fittings in factories, stationery and supplies in offices and records in vaults; Berger's steel lockers, which provide a safe and con-

venient place in offices and factories for employés to leave their hats and coats. Berger's sectional steel tire-racks for storage of automobile tires, and Berger's steel store shelving were also shown. This display was most interesting and showed the wide diversity of lines manufactured by this firm.

The booth was in charge of G. A. Williams, assisted by J. L. Donahue, P. V. Stonerod and F. C. Loeber, of the New York office.

BURROUGHS ADDING MACHINE CO., Detroit, Mich., and 217 Broadway, New York, N. Y., Booths Nos. 61, 63, 71, 73.—Had a large space with a number of machines designed for various purposes on exhibition. The booth was always the center of interested crowds, for not only was it attractively decorated with palms and flowers but the great variety of machines shown compelled attention. Among others were the ledger posting machine, the automatic table machine for printing and adding interest, insurance tables, etc., the pay roll machine, which prints the amount of pay on the envelope and also proves the pay roll on the tape. Then there was a full line of bank machines including the duodecillion machine, with its forty columns of keys and which will calculate to within one of ten duodecillions. This is said to be the largest adding machine ever built, and besides adding ponderous sums, it will subtract, divide and multiply. It is claimed its capacity is a million times greater than any other machine ever made. Yet it only weighs thirty-five pounds.





There were also shown bookkeeping machines, which automatically and at one operation enter the charges, credits and balance on the ledger and statement and at the same time give the proof of correctness. Then in addition to the non-listing machines there were displayed and operated by many clever operators multiplying and statement machines, and others too numerous to detail.

A special feature of this exhibit was the Burroughs 301 retail machine. This is a small model designed especially for the small dealer, the price being $125, and the capacity one cent less than $10,000.

The booth was in charge of A. S. Herrman of Detroit, F. S. Wheeler, district manager; C. C. Prest, sales manager of the New York agency; F. A. Hosack of Newark, C. P. Staudach, assistant general sales manager of Detroit; E. A. Walton, advertising manager of Detroit, assisted by members of the New York, New Jersey and Philadelphia organizations.

CLARK & GIBBY, INC., 343 Broadway and 110 West Fortieth street, New York, N. Y., Booth No. 28.—The Browne-Morse line of office furniture and filing devices of the latest type. They made a leading feature of "the Desk with Brains." This desk is made up of regular stock filing sections and it can be planned to meet the individual requirements of any business or professional man. Over 8,000 possible combinations can be made in this desk.

The booth was in charge of J. G. Hegeman, assisted by the New York staff of salesmen.

CORONA TYPEWRITER COMPANY, INC., 141 West Forty-Second street, New York, N. Y., and Groton, N. Y., Booth No. 48.—"Corona," the personal writing machine, was here exhibited. Some of the features of the Corona are: Visible writing; full width, universal keyboard; two-color ribbon, ball and roller bearing carriage, back space and portability. The weight of the Corona is six pounds.

This booth was always well patronized. Other novelties were displayed in the shape of special luggage, including two-story traveling bags, Gladstone bags and smaller cases, all made by Henry Likly Company of Rochester, and designed especially to be equipped with the handy Corona.

The booth was in charge of W. F. Sroufe. President Benn Conger, General Manager Carleton F. Brown, Laurence J. Conger, sales manager, and Harold McD. Brown, publicity manager, were also in attendance.

COLUMBIA GRAPHOPHONE COMPANY, New York, N. Y.—(See Dictaphone.)

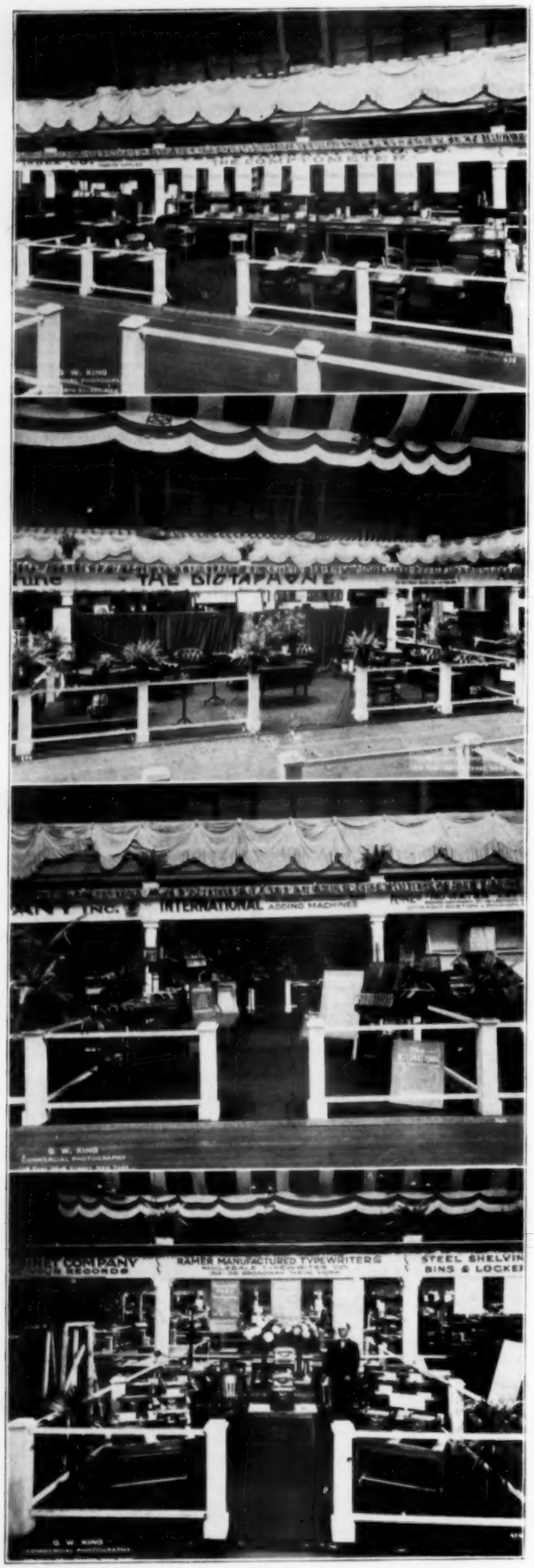
CUSHMAN & DENISON MANUFACTURING COMPANY, 240 West Twenty-third street, New York, N. Y., Booth No. 82.—Here was exhibited a general line of office devices and an interesting display of stationery novelties which drew and held constant crowds. Among other devices the company featured Alliance time clocks, the new "Cado" automatic quick-drying stamp pad, and new designs of ink stands, pen racks and pen wipers. Then there was the "Mystic" seal, an appliance for putting a spot of mucilage just where it is needed. This is a great economizer of space in filing and most serviceable in almost every capacity served by the mucilage and paste bottle. Many models of automatic numbering and dating machines, a large line of clips and paper fasteners, and the well known Capitol ink stands in great variety were on display.

The booth was in charge of D. C. Cahalan, assisted by C. C. Davies, Jr., and various members of the New York sales force.

DALTON ADDING MACHINE CO., 642 Woolworth building, New York, N. Y., Booth A.—Displayed the regular line of Dalton adding machines together with the Dalton automatic electric machine. The automatic starting and stopping motor drive was one of the most important features emphasized during the week, and never failed to attract intense interest.

The booth was in charge of Grubbs & Johnson, New York sales agents, assisted by the New York sales force. James L. Dalton, president of the Dalton Adding Machine Company, was in attendance, as were Supervisors Nellis of Boston, A. S. Burdette of Rochester and T. J. Sheridan of Pittsburgh. Touch method operating was demonstrated by a large corps of operators, among whom was Miss Ehret of Pittsburgh.

DICK COMPANY, A. B., 15 Murray street, New York, N. Y., Booth No. 91.—Here there was on exhibit the entire line of Edison-Dick Rotary Mimeographs—the Formograph, for making Dermatype stencils from electrotypes, and the Mimeoscope, electrically illuminated, for the easy making of Mimeograph stencils, by simply tracing (or originating)



drawings, pictures, music, mechanical designs, maps, plans, etc., on Dermatype stencil paper, for rapid reproduction on the Mimeograph. A varied and attractive display of the work produced by these machines had an artistic setting under brilliant illumination. The exhibit and display attracted the attention and received the patronage of efficiency men and managers of representative commercial institutions of New York and other prominent centers.

The booth was in charge of Wm. S. Lamb and E. W. Hill, assisted by the entire selling force of the New York office.

THE DICTAPHONE, 83 Chambers street, New York, N. Y., Booths Nos 37 and 38.—Here was exhibited the well-known Dictaphone, which is now coming into such wide use among business houses of all kinds. Considerable economy in time and labor is saved by the use of this modern dictating machine, and great interest was manifested in the exhibit by men high in the business world. One of the attractive features of the display was the Dictaphone silver trophy—a very handsome cup standing nearly two and one-half feet high. This trophy was given in recognition of the world's record for speed on the Dictaphone and was competed for by a number of operators during the show. Particulars of this contest are given elsewhere in this issue. L. J. Tannenholz was successful in winning it this year with a record of 126 words per minute. It must be won by the same contestant three times before it becomes the property of an operator. During the show Mr. Tannenholz gave demonstrations of his remarkable speed.

The booth was in charge of J. C. Button, New York manager, assisted by the New York organization. Among the visitors to the booth were Frank Dorian, general manager, and General Sales Manager N. F. Milnor.

DUBOIS & CO., H. W., 253 Broadway, New York, N. Y., Booth No. 89.—This company laid emphasis on its "Litathanair" carbon papers and "Litathanair" special typewriter ribbons, and general office supplies.

H. W. Dubois was in charge and was assisted by Paul T. and Miss Emma Dubois, and Fred Wolf.

DUPLICATOR MANUFACTURING COMPANY, 440 South Dearborn street, Chicago, Ill., Booths Nos. 46, 56.—Here were exhibited the regular models of the Commercial duplicator, together with supplies for this machine. The "Commercial" is suited to a large variety of purposes where from seventy-five to 100 legible copies of a writing are required quickly. On the "Commercial" may be prepared duplicate sales lists, invoices, orders, accounting forms, sketches and other forms of the kind. One of the features of this exhibit was a new machine called the "Copy-Cat," working on principles similar to those of the other models of the Commercial duplicator, but intended for users who require a duplicator for a comparatively limited volume of work. Quickness and ease of operation, accuracy and perfect registration characterize this as well as all other models of the Commercial duplicator.

The exhibit was in charge of W. J. Myers, Jr., district sales agent, assisted by W. F. Worts, C. E. Smith, Philadelphia sales agent, and C. L. Parsons, Boston sales agent.

EDISON DICTATING MACHINE, Seely Office Appliance Co., 114 Liberty street, New York, N. Y., Booths Nos. 34, 35, 36.—Here was displayed the famous Edison dictating machine with its adjuncts, the Telescribe and the Transophone. The new Transophone is electrically controlled, is adapted to the keyboard of the typewriter, and is of great assistance in transcribing. It enables the operator to secure a repetition of the dictation without resorting to the mechanism heretofore used. The Telescribe is an instrument which records both sides of a telephone conversation. It is a very compact device and records both sides of telephone conversations on the cylinder. It proved a very attractive feature of the exhibit. Great improvements have been made on the cylinders used for recording. They may now be "shaved" from seventy-five to 100 times and are therefore very economical in use. Another very important improvement in the Edison products is the "Safetac" cylinder, which holds from eight to ten letters. These may be dropped on the floor without material damage and are practically indestructible; in fact they remain in good shape for transcribing purposes in spite of any average accident that might occur.

The booth was in charge of H. N. Seely, assisted by L. D. Deheimer and the members of the New York selling force.

ELLIOTT ADDRESSING MACHINE COMPANY, Cambridge, Mass., and 299 Broadway, New York, N. Y., Booth No. 24.—Exhibited the Elliott hand addressing machine, which will address 1,500 envelopes per hour, the Elliott motor-driven machine equipped with hand-feed, so that stencils may be skipped, shoved back and repeated. It will address from 3,000 to 4,000 per hour. The foot-power addressor will address from 2,000 to 3,000 per hour. The Multiple Selector power-driven machine was also shown. This will automatically sub-divide a mailing list into twenty different classifications, or may be operated to print consecutively a whole list. The Mailer Strip power-addressor will address 3,600 per hour. A hand cutting machine for cutting the fiber stencils was shown. This machine wil cut forty stencils per hour. The foot-addressing cutter will cut seventy-five addresses per hour. There were also cabinets displaying the Elliott system of indexing and showing the different classifications by various color schemes. Two different types of stencils are made by this company, one the fiber stencils are made upon the cutting machines, the other, called the "Elliotype" stencils, are made upon any ordinary typewriter.

The booth was in charge of B. E. Smart, the New York manager, and E. W. Warfield, assisted by the New York staff of salesmen.

ELLIOTT-FISHER CO., of Harrisburg, Pa., and the Astor building, 217 Broadway, New York, N. Y., Booths Nos. 34, 35, 36.—This company had a large and interesting display of bookkeeping machines, including equipment for retail and department store accounting, commercial, bank and public service, electric light and gas billing and bookkeeping. There also were exhibited billing machines of various types. One very interesting equipment was a machine that makes the statement, posts the ledger, makes continuous journal and furnishes an analysis of the sales. These four records are all made at one operation. This machine attracted great attention and many large firms were interested in it. This machine is called "The Bookkeeping machine with the flat platen."

The booth was in charge of O. L. Gagg, treasurer of the company and manager of the New York district. There were also in attendance C. H.

Hunter, W. R. Busch, Robinson Murray and F. L. Benedict; as well as a large staff from the New York office. G. F. Watt, president of the company, paid the show a visit, as did M. A. Seely and H. A. Foothorap, officials of the company.

ELLIS ADDING-TYPEWRITER COMPANY, Newark, N. J., Booths Nos. 25, 26.—At this booth was displayed a full line of Ellis adding typewriters, also Ellis adding machines, exemplifying various phases of combination adding-typewriter work to which the Ellis has been applied. The Ellis department store billing and bookkeeping machines, wholesale ledger posting and statement machines, bank transit machines, bank statement, straight adding machines, duplex adding machines, automatic tabulating and automatic carriage return. The automatic carriage return can now be placed on any model of the Ellis adding-typewriter. It returns the carriage automatically to the next line of writing by simply touching a button. The Ellis company has practically standardized on electric equipment. They also showed a purchase ledger machine with pay statement combined. There were illustrations of ledger posting mechanically in different methods covering the various combinations of card ledgers, loose leaf ledgers and fold over statement and ledger, monthly statement work in various forms, monthly billing in different systems, in fact, a complete exhibit of the work that this machine is built to accomplish.

D. W. R. Macdonald, president of the company, was in charge, assisted by an able force of salesmen and demonstrators.

EVANS PRODUCTS CORPORATION, 46 Murray street, New York, N. Y., Booths Nos. 29, 39.—Exhibited the Evans All-Steel duplicator in a variety of forms and sizes. This machine is a steel hand-process gelatine duplicator and will make up to 100 copies of typewriting or hand writing. The gelatine rolls used in connection with this machine are made of material entirely produced in the United States. It is guaranteed for five years.

The persons in charge were Charles Evans, president; E. C. Waring, assistant sales manager; William H. Kurth, district manager, Chicago, and Edward Evanson, district manager, Philadelphia, and members of the New York staff.

FELT & TARRANT MANUFACTURING CO., 1713 North Paulina street, Chicago, Ill., Booths Nos. 66, 67.—Evidence of the time and labor saving qualities of the Comptometer machine on ledger and trial balance additions, extensions of billing, payroll and inventory, the divisions of percentage and prorating, and the easy and rapid methods of subtraction, were here shown by practical demonstrations of everyday work. A feature of this exhibit was the new Model F machine with its simplified form of automatic control, known as the controlled-key. This control leaves nothing to the chance of human fallibility so far as the correct mechanical operation of the machine is concerned, and the ingenuity of the device is enough to arrest the attention of even the casual observer. Each night during the show demonstrations were given by eight young ladies employed by prominent users of the Comptometer. This booth was the center of attraction for large crowds, and all demonstrations were closely followed.

The exhibit was under the direct charge of A. L. DeBerard, manager of the New York office, with a corps of assistants including R. S. Denney, E. A. Dunton, C. G. Edholm, Watson Eltinge, Jr., W. B. Gibbins, F. F. Lamont, Daniel McBride, M. E. O'Brien, J. B. Richardson, J. J. Shaw, Otokar Tesar, A. F. Toohill, C. F. Witkowski of New York city, and E. T. Burget of Jersey City, W. P. Doughty of Albany, J. G. Klees of Philadelphia, H. C. Lyman of Providence, I. N. Mintz of Buffalo, N. L. O'Connor of Boston, R. D. Preston of Newark, A. G. Waterhouse of New Haven. J. C. Nevins, general sales manager, was also in attendance.

FLEXIFILE COMPANY OF NEW YORK, INC., 395 Broadway, New York, N. Y., Booth No. 106.—Exhibited the FlexiFile filing cabinet. The distinguishing feature of this file is a continuous strip of fabric separated into pockets by a series of metal cross bars suspended from parallel horizontal rails. The papers are kept perfectly vertical and there is no "crumpling." As there are no "follower blocks" the full capacity of the drawer is utilized, thus effecting an economy in space of twenty per cent. In addition to the FlexiFile vertical filing cabinet, there was on display other FlexiFile special equipment, such as the FlexiFile check sorter, FlexiFile desk tray, etc.

The booth was in charge of R. R. Schotta, assisted by J. Read and others of the New York sales force.

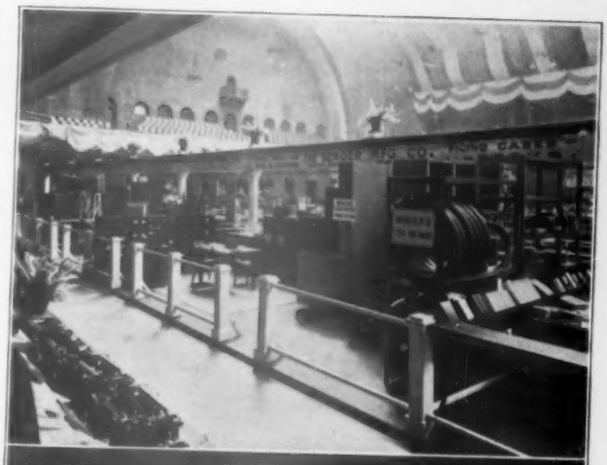
GRAFF COMPANY, GEORGE B., 294 Washington street, Boston, Mass., Booth No. 81.—Here were exhibited the extensive line of "Graffco" time-saving office devices, including "Steel-Tye" expanding envelopes, folders, files and wallets; Vise signals, Vise index tabs, Vise clips, Cling clips, and "Silver-Steel" pens. The great diversity of uses and the practical application of these well known specialties was ably demonstrated to the many interested visitors.

Charles W. Lipman, of the Boston office, was in charge of the exhibit, assisted by Harry D. Snyder, of the Philadelphia office of the company.

GRAHAM-CHISHOLM COMPANY, 9-15 Murray street, New York, N. Y., Booth No. 80.—Showed the Flexipost binder, which will file from one to 5,000 sheets. They also displayed the Byron-Weston flat-opening ledger leaf, as well as 100 different kinds of binders in all styles. This firm distributed during the show a little pamphlet entitled "The History of Record Keeping, 4000 years B. C. to date." It was beautifully printed, nicely illustrated and traced the history of writing through the stone age, the parchment age, the bound book period to the modern loose leaf.

The booth was in charge of George B. Schneider, T. J. Mueller, C. J. Mousette, C. H. Huellet, J. W. Lindo, T. Adams and Harry Lefferts.

GRAPHIC DUPLICATOR COMPANY, 228 West Broadway, New York, N. Y., Booth No. 4.—Exhibited the Graphic duplicating machine. This new and efficient device is made entirely of metal, with a roll of duplicating film, which may be used many times without washing off the old impression. It will duplicate typewriting, hand-writing, drawings, sketches, etc., giving, it is said, up to 150 duplicates from one master copy. The machines are made in several sizes and sell from $15 up. The construction is such as to insure the utmost durability, and the



efficient demonstrations produced a most favorable impression on the many interested visitors.

The booth was in charge of A. F. Wegener, assisted by D. Hyams and H. A. Cobb of the Boston office.

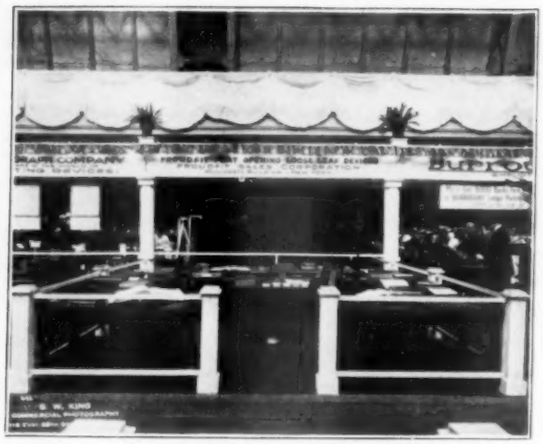
GREGG PUBLISHING CO., 1123 Broadway, New York, N. Y., Booth No. 102.—Visitors at this booth found a complete line of commercial textbooks, including "Gregg Shorthand," a series of reading books in the system, "Rational Typewriting," spelling, business English, commercial correspondence, commercial law, business arithmetic and "Office Training for Stenographers." Courteous and efficient representatives answered questions and gave desired information.

There were daily demonstrations in shorthand writing and reading by well-known writers of Gregg shorthand.

The exhibit was in charge of Rupert P. SoRelle, general manager of the company; Guy S. Fry, manager of the New York office, with assistants from the eastern headquarters of the company.

GRUBBS & JOHNSON, New York, N. Y., Booth A.—(See Dalton Adding Machine Company.)

HAMILTON INSTITUTE, ALEXANDER, 13 Astor place, New York, N. Y., Booth No. 27.—The Alexander Hamilton Institute modern business course and service were touched upon here. The walls of the booth were decked with the pictures of the advisory council, staff and special lecturers of the institute. The various features of the course and service



were exhibited around the railings under glass and there were proofs of model advertisements, also under glass. Short descriptions of the subjects of each portion of the course were given on small card signs. The books, "Organized Business Knowledge" and "The Big Idea in Modern Business," as well as "Forging Ahead in Business," were featured. There was also a card on which visitors to the booth could place their names and addresses so as to receive a copy of "Forging Ahead in Business."

The main feature of the exhibit was a series of large signs on compo board, each one setting forth one big feature of the institute and its modern business course and service. Douglas Eastmead called attention to the series of compo board signs and presented for consideration the institute and its work.

All arrangements were under direct supervision of R. J. Comyns, assisted by D. H. Eastmead and members of the New York selling force.

HAMMOND TYPEWRITER COMPANY, 69-70th streets and East River, New York, N. Y., Booths Nos. 50, 60.—Considerable interest was manifested in the Multiplex Copy-writer, the only typewriter manufactured with variable spacing between letters, and with several styles of interchangeable type, so that one may write in a most advantageous form with miniature Roman type, and spacing accordingly, with as many as eighteen letters to the inch and proportional spacing between the lines. A small Roman or Elite type may then be used with a little wider spacing of perhaps twelve or fourteen characters to the inch. Other sets and styles of faces of type up to great primer and even up to eighteen point type, may be used with their proportional spacing both between letters and between lines. Five distinct spacings are supplied, and the change of spacing is made instantly by the turn of a little lever at the right hand side of the keyboard. The slogan of this machine is "Your copy is your proof."

There were also shown: The Multiplex Reversible, writing oriental and modern languages (the carriage running either from right to left or left to right, at the will of the operator); the Multiplex Mathematical, a machine carrying a total of 240 characters at one time in the machine, 120 characters instantly available, so that all the various characters of special mathematical and algebraic equations and problems may be completely and beautifully written on one Multiplex Mathematical machine, and the light weight Multiplex Aluminum, as well as all widths of carriages from the regular nine-inch carriages up to twenty-inch carriages.

Miss Sadie Secor demonstrated blindfolded the speed possibilities of the Hammond, writing from 120 to 130 words per minute, and the unusual characteristics and remarkable possibilities of this versatile machine proved one of the main attractions of the show. The Hammond company is to be congratulated on its enterprise in producing these wonderful machines.

Charles O. Gardner, New York branch manager, had charge of the booth, together with several able assistants of the New York branch staff and a competent corps of typists. President Neal Becker, General Manager A. P. Brooks and J. F. Soby, of the general manager's department, were also present at times during the week.

IDEAL STENCIL MACHINE COMPANY, Belleville, Ill., Booth No. 90.—(See W. H. Alexander.)

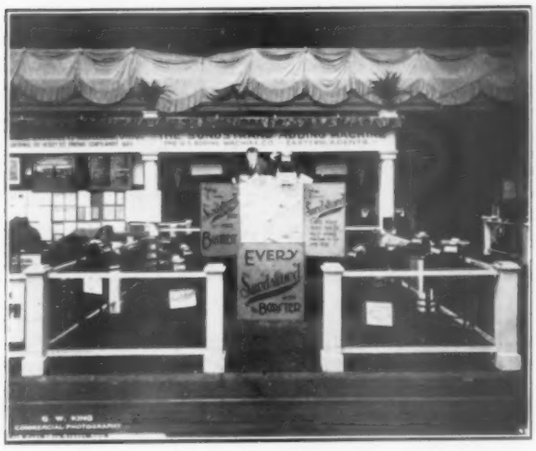
INTERNATIONAL MONEY MACHINE COMPANY, Terre Haute, Ind., and Reading, Pa., Booths Nos. 3 and 13.—The exhibit of this company was one of the most interesting and novel in the show. The machine is called the International pay roll paying, scheduling, adding and listing machine, and is practically three machines in one. The adding machine will add, list and make a record, then when combined with the schedule machine it will add and make the schedule, and when the pay roll mechanism is attached it will add and pay out the money. The operator of this machine takes the pay roll sheet, steps to the adding machine and practically copies it. In addition to printing the various amounts on the usual slip, the Coin-o-Meter attached to the adding machine has registered each amount and subdivided it into so many $10, $5, $1, half dollars, quarters, dimes, nickels and pennies as will make up the grand total. A glance at the dial shows exactly the number of coins of the different denominations necessary to complete the pay roll. A check on the bank is made out for the amount and the slip shows the coinage required. The pay roll mechanism is added to the machine, taking but a moment to make the change, the money is placed in the coin tray and

all is ready to count the money into the envelopes. The pay roll sheet is taken again and the amounts taken off once more on the adding machine. An operator holds an envelope beneath the end of the coin chute and as the handle of the adding machine is pulled for the total of each amount the coin drops into the envelope and as it is always absolutely correct it is ready for closing and handing to the recipient. Should the operator have made a mistake of placing $5 too much in one envelope and $5 short in another, this is easily discovered by comparing the pay roll sheet and the tape and instantly the exact envelope can be located and the correction made. The speed at which a pay roll can be counted out is marvelous. Some of the largest firms in the country have adopted the machine and thousands of dollars are being paid away weekly without the slightest error.

The schedule machine, model F, is an adding and scheduling machine and will denominate the exact number of coins of different denominations in currency demanded by a particular pay roll.

The adding machine called the "International" is a nine bank adding machine and can, of course, be purchased with or without the scheduling and pay roll mechanism.

The company is building a large factory at Reading, Pa., to take care



of the business which is being built up by the demands of the business community for these machines.

The booth was in charge of C. B. Munson, assisted by H. D. Hoffman of Philadelphia, Alexander Craighead of New Haven, J. S. Farrington of Reading, Pa., and A. Fred Bertram of Pittsburgh, Pa.

KALAMAZOO LOOSE LEAF BINDER CO., Kalamazoo, Mich., and 200 Fifth avenue, New York, N. Y., Booths Nos. 45, 55.—At this booth there was on display a full line of Kalamazoo loose leaf devices, inculding style "C" system, unit posting system, current transfer files, Kalamazoo current and transfer binders, Kalamazet, style "A" and style "B" as well as the "auto-step" index in its many forms and applications. The feature of the display is the style "C" system and unit posting system and their many applications used in conjunction with the different makes of bookkeeping machines. This is meeting with a great deal of success. Another feature was an exhibit of parts and processes which enter into the manufacture of Kalamazoo devices and paper.

George P. Wigginton, general manager, was present at the show, as well as R. I. Poole, manager of the New York office and the New York sales organization, who had charge of the booth and demonstration to the crowd of prospects in attendance all during the week.

KENDALL SPECIALTY COMPANY, 1270 Broadway, New York, N. Y., Booth No. 101.—Exhibited the Kendall one motion envelope sealer. This is a new and practical device which will moisten and seal fifty envelopes per minute. They also displayed the Kendall stamp affixer, which is a metal container for holding a roll of 500 stamps. Stamps are moistened and affixed to the envelopes by one motion of the hand.

The booth was in charge of F. H. Bockover, assisted by the New York sales force, and the fact that the two devices were new, efficient, and attractive both in appearance as well as price, made this booth one of the busy spots in the show at all times.

KIRKLAND, CHARLES A., Inc., 30 Church street, New York, N. Y., Booth No. 83.—Demonstrated the Barrett Lightning Changer, which is a machine for making change and is used in banks, restaurants, public service corporations, theatres for pay roll work, etc. There was also exhibited the pay roll Denominator, which is used for making up bank slips and pay rolls and is largely adopted by prominent manufacturers.

The booth was in charge of H. B. Kirkland, A. B. White and M. N. Keith.

LIGHTNING LETTER OPENER COMPANY, Rochester, N. Y., Booths Nos. 103 and 104.—Exhibited the Lightning letter opener in two models, one operated by electricity and the other by hand. The power machine will open, it is stated, 600 envelopes per minute and the hand machine 350 per minute, without the least damage or injury to the contents of the envelopes.

The booth was in charge of J. B. Cronin, assisted by A. N. Lempke and N. L. Caro.

LINE-A-TIME MANUFACTURING COMPANY, Rochester, N. Y., and 277 Broadway, New York, Booth No. 86.—Exhibited all stock models of the Line-a-Time method of transcribing by the use of the Line-a-Time copyholder. This device, as its name implies, indicates the exact line of writing, so it is impossible to skip a line. It is said it will increase the output of typists from 25 percent to 35 percent with the same effort, and ensures speed and accuracy. It is being used by hundreds of large firms.

The booth was in charge of Roscoe Susman, assisted by a competent staff, and special attention was called to the Line-a-Time attachment for Elliott-Fisher bookkeeping and billing machines.

MARCHANT CALCULATING MACHINE COMPANY, Oakland, Cal., Booth No. 15.—The Marchant calculating machine was here displayed and demonstrated.

The exhibit was in charge of A. H. Rohrer, president of the Multicolor Sales Company, Inc. (See Multicolor Sales Company for more complete description of exhibits at this booth.)

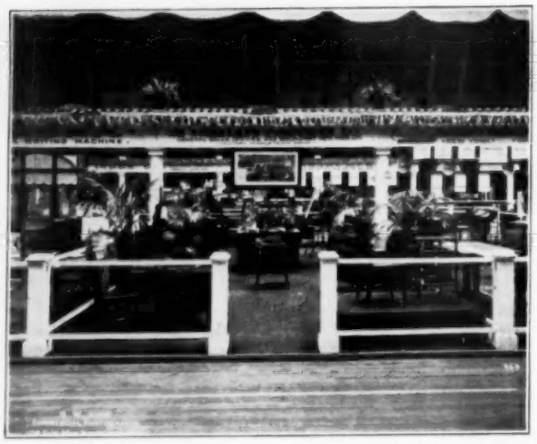
MARSHALL BROS. & GRIFFIN, Inc., 101 North Marshall street, Philadelphia, Pa., Booth No. 105.—Displayed the Automatic endorser. This machine is electrically operated for endorsing checks and is in use by banks, trust companies and large commercial houses using over 500 checks per day. The machine can be used in conjunction with an adding machine and the same operation of turning over the checks and listing them will print the endorsement on the back. The checks after having been listed are simply dropped into a slot in the machine and the en-

dorser automatically endorses them and stacks them up in the original order in which they were listed. The price of the machine is $125. The endorsing stamp is mounted on an aluminum drum, which can be very readily changed.

The booth was in charge of W. E. Marshall, assisted by M. W. Marshall and Albert Marshall.

MODERN METHODS PUBLISHING COMPANY, Detroit, Mich., Booth No. 9.—Displayed its entire line of business books, including the magazine "Modern Methods," a monthly publication for business men. This magazine has five special departments, with questions and answers. It also had on exhibit twenty different books, which are used as premiums in connection with subscription campaigns.

The booth was in charge of John Ferguson, advertising manager.



MONROE CALCULATING MACHINE COMPANY, Woolworth building, New York, N. Y., Booths Nos. 49, 59.—Exhibited the various methods of applying the Monroe calculating machine to the different types of actual problems met with in every branch of commercial activity, such as office accounting, railroad accounting, insurance accounting, department store accounting, etc.

The exhibit was in charge of R. B. Hays, district sales manager, New York. Mr. Hays was assisted during the week by ten demonstrators. These demonstrators were kept busy all during the week showing the application of the Monroe machine to all kinds of accounting problems met with in the varied lines of commercial activity. Even with 10 or 12 machines going all the time, during the busiest parts of the day it was impossible to take care of the prospects who wished to have machines demonstrated.

MULTICOLOR SALES COMPANY, 298 Broadway, New York, N. Y., Booth No. 15.—Showed the Multicolor printing and duplicating press, which is a flat-bed, high-speed printing and duplicating machine. It is capable of printing 4,000 copies per hour complete with letterhead, body of letter and facsimile of signature at one impression, and in from one to three colors. The machine either prints from ribbon or from ink. A very complete line of printing from office forms to half-tones was also shown.

This company also exhibited the Marchant calculating machine designed for statistical work and capable of doing any form of calculation required in any office or bank with accuracy and rapidity.

The booth was in charge of A. R. Rohrer, president, assisted by J. S. Brown, W. T. Anderson, J. J. Tuohy, C. E. Markland, Frank T. Adler and other members of the New York staff.

MULTIPOST SALES AGENCY, 32 Broadway, New York, N. Y., Booth No. 104.—Exhibited the Multipost stamp affixer and the Multipost sealing machines. The stamp affixer, it is stated, will affix 100 stamps per minute, or 6,000 in an hour, and keep an accurate record of the number used. There is absolute protection against the loss of stamps through theft and the device is sanitary. The sealing machine is a mechanical device for sealing envelopes, which, it is stated, it will do at the rate of 3,500 per hour by hand, or 6,000 per hour when the machine is actuated by power.

The booth was in charge of J. B. Crowin, assisted by his New York selling force.

MUNSON SUPPLY COMPANY, 261 Broadway, New York, N. Y.—This company had a well-displayed exhibit of Munson's pneumatic speed keys for use on typewriters and adding machines. It is claimed for these speed keys that they obviate the glare of the glass typewriter key tops and prevent finger slipping. The company also exhibited the Munson Sure Grip Twister, which consists of a rubber roll, which is fixed to the handle of the platen of the typewriter.

The booth was in charge of G. W. Munson, assisted by E. Williams and the members of the New York sales force.

NOISELESS TYPEWRITER COMPANY, 253 Broadway, New York, N. Y., Booths Nos. 47, 57.—The company had an interesting display of the Noiseless typewriter, which, as its name implies, is operated with an irreducible minimum of noise. The machine is meeting with considerable success in the business world and without doubt has a large future before it. The leading feature of the display in addition to the regular machine was a machine specially adapted to heavy card work. This machine, too, was noiseless in operation. For the first time in its history the Noiseless machine was entered this year in the international speed contest, being operated by Thomas Ehrich. He attained a speed of 113 words per minute for the hour's work after the usual deduction for errors. This was a fine record and shows that the Noiseless is speedy and capable of great development along this line. The booth was handsomely decorated with palms and autumn leaves and with the mahogany furniture presented a very pleasing effect. The company handed out some very attractive literature on the subject of noiseless typewriting.

The booth was in charge of E. J. Sheehan, general manager of the company, assisted by the numerous members of the New York sales force.

OFFICE APPLIANCES COMPANY, THE, 417 South Dearborn street, Chicago, Ill., and 508 Tribune building, New York, N. Y., Booth No. 5.—Here the magazine "Office Appliances" was on sale. Evan Johnson, president of the company, and Charles H. Everly, eastern manager, dispensed hospitality and welcomed their numerous friends. The "mason jar" was strongly in evidence and votaries of the "weed" were made comfortable in well cushioned chairs and regaled with some of their favorite smokes, while they were entertained with reports of what "Office Appliances" service could do for them.

O. K. MANUFACTURING COMPANY, Syracuse, N. Y., Booth No. 88.—Here were exhibited Washburne's O. K. paper fasteners, O. K. Sanitary erasers and the Reis O. K. letter opener, the latter being operated both by hand and electric power. The electric letter opener, it was stated, will open from 3,500 to 4,000 letters per hour, according to how they are fed to the machine. The mail can be put through the machine just as it comes from the mail bag, without the necessity of sorting. The machine will open the envelopes without the least danger of injuring the contents and will open envelopes up to half an inch in thickness.

The booth was in charge of P. M. Hensell, secretary of the company, assisted by E. T. Harding, sales manager, New York, and others.

O. K. MULTIGRAPHING COMPANY, Lincoln building, Philadelphia, Pa.—The company displayed a device for producing better results in the use of a Multigraph or Flexotype. It is easily attached to the Multigraph and every copy run with it avoids the heavy short line, making the work, it is claimed, in this respect as good as any actual type-

written letter. This device was called the "O. K." even print. They also showed the O. K. single space underscore, which is so contrived that it locks the underscore in place in the type and prevents displacement. They also showed the O. K. vertical rules for the Multigraph.

The booth was in charge of Martin Fels, with assistants.

OLIVER TYPEWRITER COMPANY, Chicago, Ill., and 310 Broadway, New York, N. Y., Booths Nos. 6, 7, 16, 17.—This exhibit was a most attractive one and the Oliver company spared no expense in the effort to make the visitors to the business show welcome and to demonstrate to them that there was something worth investigating at the booth. During the show twelve operators were present. They demonstrated the Oliver typewriter, the 12-inch, 15-inch, 18-inch and 30-inch machines, and the 15-inch way bill machine. There was shown in the booth the aeroplane Oliver machine, so called because Aviator Victor Carlstom was scheduled to carry this machine with him in his aerial flight from New York to Chicago. They also displayed a testing machine, like those used at the factory for testing every machine before it leaves the works. It is capable of operating 800 strokes per minute, which is equivalent to 200 words, a rate greatly in excess of any human agency.

A very striking feature of this exhibit was four boys, two of whom stood at each entrance of the booth. They were dressed to represent Officer Printype, a fictitious character created and popularized throughout Oliver advertising. Printype is a style of type used on Oliver machines and makes the work of the machine very similar to that of printing.

The Oliver company in an enterprising spirit had a special stenographer's dress designed by Lady Duff-Gordon and made by Lucille Ltd. A full description with illustration is given elsewhere.

On Wednesday night Miss Grace Valentine, the star in "Help Wanted," and now one of the principals in the Metropolitan Moving Picture Company, was in attendance at the booth distributing souvenirs.

On Saturday night Miss Alice Brady, daughter of W. A. Brady, the well-known theatrical manager and producer, was in attendance and distributed souvenirs. These ladies drew large crowds to the booth.

The furniture in this booth was specially made for the occasion by Marshall Field & Co., and the decorations were supplied by John Wanamaker. The floor was covered with linoleum of attractive design to harmonize with the color scheme and around the edges of the booth close to the floor were amber colored electric lights. The color scheme throughout was black and yellow and the general effect was most striking and effective.

The booth was in charge of F. K. Pennington, manager of the New York branch, assisted by Harry A. Greene, the sales force of the New York branch, and a corps of operators.

PROUDFIT SALES CORPORATION, Woolworth building, New York, N. Y., Booth No. 64.—The complete line of Proudfit loose leaf devices, including several new devices, was here shown. This embraces Proudfit Quick-Action binders for ledger and other heavy purposes; Proudfit leverlock devices for ledger, catalogue and auxiliary records; Proudfit device style PB for catalogues, blue prints, photographs and auxiliary records; Proudfit device style EL, a catalogue binder at the bound book price; Proudfit devices style GE for catalogue purposes running into large quantities where prices must be low; Proudfit binder style Tom Thumb, and the new Proudfit "Proposition" binder for loose leaf catalogue work.

In charge of the booth were James E. Foulks, president, and Phil Lyons, secretary, assisted by salesmen.

RAPID ADDRESSING MACHINE COMPANY, 32 West 23rd street, New York, N. Y., Booth No. 18.—This exhibit consisted of the complete line of Belknap electric and hand operated addressing machines, ranging in price from $57.50 to $1,500.

The booth was in charge of the New York sales force.

REGINA COMPANY, 47 West Thirty-fourth street, New York, N. Y., Booth No. 54.—Exhibited the Victoria rapid rotary copying machine and the Regina vacuum cleaner. The Victoria copier will make on tissue paper one or several copies of one original letter or any other document that may be desired. No chemicals are used. The copying is done by means of plain water from a continuous roll of paper without blurs or smudging. The paper is cut automatically to uniform size ready for filing or binding. It is very rapid in use and will copy from 700 to 1,200 copies per hour.

The vacuum cleaners displayed consisted of two models that were extremely efficient and very moderate in price.

The booth was in charge of C. H. Skill and H. J. Pawliger, assisted by others from the sales force.

RE-INKER MANUFACTURING COMPANY, 755 Boylston street, Boston, Mass.—Here was demonstrated a re-inking device for typewriters, adding and addressing machines, multigraphs, writerpresses or multicolor duplicators. It is claimed the Premier re-inker will re-ink the ribbons of all these machines within a few minutes to their full depth of colors and the operation, it is claimed, is so simple that it can be done by even the most inexperienced office boy or girl. The price of this machine is $25, which includes a supply of ink. The "Re-inker Junior," which with ink sells at $2.50, is a compact little device no larger than a fountain pen, which will re-ink a typewriter ribbon in a few seconds and contains sufficient ink to care for the re-inking needs of several machines.

The booth was in charge of C. S. Harpootian and L. H. Harp, assisted by Miss Mildred Malton.

REMINGTON TYPEWRITER COMPANY, 327 Broadway, New York, N. Y., Booths Nos. 92-97.—The Remington exhibit occupied space extending practically entirely across the rear of the hall. The color scheme of the decorations was black, red, and green, being carried out in handsome lamps, rugs, palms, and a black velvet setting for the "self-starting" Remington which was located at the center of the space. At the left end of the space the Remington speed team used a raised platform throughout the week to give exhibitions on the "self-starter," and at the right end, on another platform, lecture-demonstrations of this Remington feature were given by Mr. Weise of the school department of the Remington company. Besides correspondence and billing machines of the Remington standard, Remington-Smith Premier, Remington Monarch and Remington Junior types, accounting machines to handle practically every variety of business mathematics were shown. Some of the great fields of business covered by these machines were banking, department store, wholesale houses, transportation; municipal, state and national administration; but the application of the various machines was not by any means restricted to any one or all of the business branches mentioned here. The exhibit also contained an elaborate display of Remtico ribbons, carbons and papers, together with other typewriter supplies of this world famous brand. Much attention was attracted in this section of the exhibit by the showing of the raw materials that go into the manufacture of these famous accessories. The exhibit was installed by Mr. W. J. Davis of the Advertising Department, and was conducted throughout the week by Manager A. A. Fraser of the New York office, assisted by his entire sales and office staff, and by several specialists from the home office.

RONEO COMPANY, 117-119 Leonard street, New York, N. Y., Booth No. 14.—Displayed the Roneo No-Water letter copying machine, both electrically and hand driven. This machine makes press copies of letters, statements, etc., without the use of water, at the rate of twenty to thirty copies per minute. The machine copies from a roll of specially prepared paper and the copies are cut apart automatically by a patented cutting device. The copies of letters may be filed either in a filing cabinet or in a letter book as preferred. More than one copy can be made of the same letter and thus both systems may be used for preserving the copy.

The booth was in charge of S. Friedman and S. Hoffman, assisted by the New York staff.

ROYAL TYPEWRITER COMPANY, Inc., 364-366 Broadway, New York, N. Y., Booths Nos. 1, 2, 11 and 12.—Very handsomely decorated booths contained some of the products of the Royal typewriter factory at Hartford, consisting of the well-known Royal correspondence machine fitted with different styles of type, billing machines, check writing machines with special pin point type, special stencil cutting machines for making the various addressing machine stencils and split type machines for the cutting of wax stencils on the Mimeograph and similar machines. The young lady operators were furnished by the Royal employment department and they made samples of Royal writing for distribution, the object being to have the prospects who stopped at the booth follow out the Royal slogan, "Compare the work."

The Royal roller trip escapement was displayed in a large form in the booth operated by a small motor and demonstrations were made showing the ease with which the bearings in the typewriter bar action can be changed, new bearings being substituted for old in case of necessity within a few seconds.

In one section of the booth was displayed an automatic picture machine showing through colored slides the various departments in the Royal factory at Hartford. The machine also displayed some of the latest Royal series of advertising, linking the Royal machine with some of its largest users.

The booth was arranged by L. S. Wilson, manager of the supply department and was in charge of H. C. Sutton, metropolitan sales manager, assisted by the entire staff of senior and junior salesmen both from the metropolitan office and from several New Jersey sub-offices.

SAFE-CABINET COMPANY, 304-306 Madison avenue, New York, N. Y., Booth No. 74.—The arrangement and methods of displaying the Safe-Cabinet received many favorable comments, and the booth was always a center of interest for the discriminating buyers who were in attendance during the show. The most interesting part of the exhibit was an automatic moving picture machine which showed the method of laboratory tests, as conducted for the various corporations—such as the Equitable Life Assurance Society, etc.—also a most interesting picture of the Wolf Company fire which recently occurred in New York. The Safe-Cabinet which was in this fire was also an added part of the exhibit, and attracted universal attention, and truly looked the part of a "veteran." It was also noted that several of the exhibitors kept their valuable cups, and also the more valuable calculating machines, etc., in the safes at night.

The show was conducted under the direct management of F. B. Cutter, New York manager, ably assisted by a corps of trained men who are competent in exploiting the many merits of the Safe-Cabinet.

SALES RECORD PUBLISHING COMPANY, 198 Broadway, New York, N. Y., Booth No. 84.—Displayed the book "Beat Yesterday," a comparative record of a firm's business from day to day, week to week, month to month for six consecutive years, all on one page. A total summary of the business for six years is shown at the back of each book. It is claimed that this system has been endorsed by the leading wholesale, retail and manufacturing concerns in the United States. Such firms as Wanamaker's, Gimbel's, Macy's and others, it was stated, have adopted the method.

The booth was in charge of W. S. Jessurun.

SCREW MACHINE PRODUCTS CORPORATION, Providence, R. I., Booth No. 105.—Exhibited in a very attractive booth an intercommunicating telephone system called the Select-o-phone. It is an invention for use in factories, hospitals, public schools and private residence. It gives direct and instant communication with as many as thirty stations, each connection being absolutely secret. In other words no one can "listen in," for there is no crossing of wires. It has in connection with it a conference line, whereby two or more people can talk together. Also in connection with this system there is what is called a "general call." This is for use in factories, hospitals, etc., and enables one to get a

man, who is away from his telephone and elsewhere in the building. By this telephone he can be located by the "general call" instantly.

The booth was in charge of F. W. Reed, assisted by G. W. Weaver, G. E. Bailey, H. A. Lawrence, S. A. Toovey, A. F. Boardman, A. R. Daw and A. S. Dodge.

SHAW COMPANY, A. W., Kesner building, Chicago, Ill., Booth No. 27.—This exhibit specialized on the "Business Man's Library," the famous "How" books and the library of "Factory Management" and the "Automatic Letter Writer." These books were offered in connection with subscription to "System," the magazine of business.

The booth was in charge of Sales Manager Clink, assisted by Messrs. Carroll, Hyman and Converse.

SMITH & BROS. TYPEWRITER COMPANY, L. C., Syracuse, N. Y., and 311 Broadway, New York, N. Y., Booth B.—Exhibited an elaborate display in a very appropriate setting of the new "silent" models of the L. C. Smith typewriter. Among other notable features of the display was a machine with large type for printing shipping tags, etc.

The booth was in charge of M. S. Eylar, general sales manager; E. K. Stephenson, field manager; H. J. Humphrey, manager of the New York office, assisted by a corps of salesmen and demonstrators from the New York office.

SPEED KEY SELLING AGENCY, 82 West Broadway, New York, N. Y., Booth No. 85.—At this booth were exhibited error-proof speed keys. They are constructed with a solid celluloid top, under which is placed a very resilient, German silver spring. This spring lightens the touch and acts as a cushion for the operator's fingers. The key is guaranteed for two years, and sells for $3.50 per set.

Noiseless automatic shock absorbers, which were also shown, act to save the machine from wear and vibrations. They provide an automatic attacking device, so that it is possible to move the machine from the desk instantly, without the use of tools. Because of the fact that there is no direct communication of the machine with the desk, desk noises are eliminated. The noiseless cylinder has an outer coating such as is used on regular cylinders. Interposed between this outer layer and the wooden core, is a layer of soft rubber. The core is solid instead of hollow as usually is used. This device is said to eliminate about fifty per cent of the noises of the typewriter in action.

The exhibit was in charge of P. C. Lock, president and general manager of the Speed Key Selling Agency, and H. E. Frost, secretary and treasurer.

THE STENOTYPE COMPANY, Indianapolis, Ind., and 220 West Forty-second street, New York, Booth No. 10.—Exhibited the Stenotype shorthand machine and demonstrated fast and accurate writing in the machine way. All kinds of dictation were taken by rapid writers and read back with a fluency that was remarkable. This booth was always a center of large crowds of interested visitors.

The booth was in charge of J. W. Klipinger, district manager, assisted by A. C. Moore, George Bambach, Miss Maude Jordan, Mrs. T. B. Wilson, all of the New York staff, and school executives from many commercial schools in New York City and district.

SUNDSTRAND ADDING MACHINE COMPANY, U. S. Adding Machine Company (The Sundstrand), 32 Union square, New York, N. Y., Booth No. 20.—This firm exhibited all the various models of the Sundstrand adding machine, including the electric models and fractional machines. This is the first time the latter machine has been exhibited. The Sundstrand is a ten key, portable, visible, listing machine. The electric as well as the hand models are rapid multipliers. Each machine has an automatic totaling feature, which prints the totals in red automatically on an extra stroke.

There was also in this booth an exhibit of a number of letters from a host of satisfied users of the Sundstrand, surmounted by the happy features of a satisfied and well pleased user.

The booth was in charge of Fred Wolf, assisted by the New York staff of salesmen.

TIBLER SALES COMPANY, 65 Dey street, New York, N. Y., Booth No. 84.—Displayed the Tibler binder, a small device for binding loose sheets of any kind. It consist of a wood fibre holder with tab, arranged in a most ingenious way, so that papers may be inserted and securely bound for permanent or temporary filing in a moment. Tibler binders are inexpensive and, it is claimed, are being largely used by trust companies, factories, etc.

The booth was in charge of Miss Levin.

TODD PROTECTOGRAPH COMPANY, Rochester, N. Y., and Woolworth building, New York, N. Y., Booth No. 65.—Exhibited the new Todd Protectograph check writer, visible writing model, which is meeting with a very large sale. It writes out the body of the check with an acid proof indelible ink, which makes alterations impossible. It writes in two colors. The company also exhibited the new Peerless Senior and Junior check writers, which have been greatly improved over the earlier machines. They write out the amounts in the body of the check.

The booth was in charge of James R. Gooding, assisted by the staff of New York salesmen.

UNDERWOOD TYPEWRITER COMPANY, New York, N. Y., Booths Nos. 21-23, 31-33, 41-43, 51-53.—The Underwood Typewriter Company's exhibit as in previous years occupied large spaces on both sides of the central aisle facing the entrance to the show. The booths were most artistically decorated and admirable taste was displayed in the general layout. The exhibit was devoted more to special lines than to the regular correspondence machine. The letter writing machines were on exhibition, but one section of the booth was given over to the Underwood bookkeeping machines, the Addendagraph, and to the twenty-five other special makes of machines which are now a part of the regular Underwood product. The bookkeeping exhibit was divided into sections as follows:

Department store bookkeeping—customer's monthly bill and ledger; every operation on all records proved daily. Financial—bankers' and brokers' monthly statement and customer's ledger. Bonding and surety companies—original book of entry (business written register), and all departmental card records written in one operation. Jobbers and commission houses—customer's invoices, mechanically proved, billing, sales sheet, statement and ledger written on a single Underwood bookkeeping machine. Railway, steamship and navigation companies—billing, pay roll sheets, abstracting, check, voucher and disbursing sheets. Publishers—bills mechanically footed, monthly statements and ledgers posted daily; mechanically proved balances. Card ledger posting—accounts receivable and purchase ledger. Underwood bookkeeping machine—exporters, jewelers, wholesalers, retailers, commission houses, factory, manufacturers. Collating—accounts receivable ledger and customer's monthly statement posted at one and the same time; daily proof of balance. General insurance—brokers and agent ledgers monthly bills. General insurance—register reinsurance and bordereaux sheets.

A business man interested in these machines was able to find the particular forms which would cover his individual work.

Besides the regular Underwood correspondence machines there were the following Underwood special machines: Continuous fan-fold biller, card machines, condensed decimal tabulator, railroad specials, check writer, label roll, unit bill and order, bank statement, ledger posting, stock ledger posting, statistical special and condensed billing machine.

The dissolving picture exhibit "Progress" which has been so successfully shown at the Panama-Pacific Exposition and other large shows was a feature of the Underwood exhibit here.

Special demonstrations were given in the booth daily by speed operators.

The exhibit was under the general supervision of J. E. Neahr, general sales manager, who has for years successfully directed all Underwood exhibits.

U. S. ADDING MACHINE COMPANY, 32 Union square, New York, N. Y., Booth No. 20.—(See Sundstrand Adding Machine Company.)

WEILAPHONE, Inc., 2 Rector street, New York, N. Y.—Here there was exhibited the Weilaphone, which, it is claimed, makes 'phoning as easy as talking. This instrument is not attached to the telephone, but consists of a disk, called the sound chamber which rests on the desk and to which are attached two hearing tubes. When the 'phone rings one simply takes the receiver from the hanger and turns the mouthpiece downward on the desk. By placing the two tubes in one's ears, one not only hears perfectly, but both hands are free. The Weilaphone disk is very sensitive. It is claimed that it adds fifty per cent to telephone efficiency. The instrument is easily portable and can be carried in the pocket or handbag.

The booth was in charge of M. Weil, assisted by Miss Louise Schultze.

WELCH GRAPE JUICE COMPANY, 1 Hudson street, New York, N. Y.—The company had booths in various parts of the hall and dispensed to the thirsty refreshing drinks of Welch's grape juice.

The booth was in charge of John J. O'Laughlin.

WHOLESALE TYPEWRITER COMPANY, 314-316 Broadway, New York, N. Y., Booth No. 75.—Exhibited a large assortment of remanufactured typewriters of all makes. They are so finely rebuilt that it is almost impossible to tell them from new ones.

The booth was attractively decorated with ferns and chrysanthemums.

The booth was in charge of W. W. Ramer, assisted by Fred Larsen and J. W. Good.

ZENITH SYSTEMS CORPORATION, 73 Niagara street, Tonawanda, N. Y., Booth No. 104.—Exhibited the Model Thinking machine, which provides a new method for handling card record systems. By simply depressing the keys similar to a typewriter key, the machine automatically revolves, stops and opens at any series of names or characters required. The cards are placed in the holder within celluloid pockets, every card visible at a glance. A large tag bearing the alphabetical letter indicates the position of the names required.

This company also exhibited a line of bank supplies, among others an apparatus for perforating and binding deposit slips. They also showed the Zenith adjustable check distributor. It consisted of a series of upright receptacles bearing the letters of the alphabet. In these the checks are placed and sorted in a few minutes. They also displayed the Zenith wire note file and the anti-forgery rack. The latter consists of an upright file with celluloid protected cards bearing the name, address and signature of the depositor. Steel check-file cabinets were also a feature of this exhibit.

The booth was in charge of W. J. B. Summers, assisted by J. Wilkes.

CONVENTION SECTION

Containing a Complete Report of the Twelfth Annual Convention of the National Association of Stationers and Manufacturers of America at Atlanta, Georgia, October 9th to 12th, 1916

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OBJECT OF THE ASSOCIATION

To create and foster a permanent feeling of friendship and fraternity between the manufacturers and dealers in stationers' goods throughout the United States; to provide friendliness of spirit between competitors; to prevent trade antagonisms, and through united action, prompted by good fellowship and mutual respect, to strive for aims and purposes which may be for our mutual advantage, we form ourselves into an association. —Extract from Charter.

Two well known men inspect the exhibits at Atlanta, with Mr. Pittman, on the right, explaining.

ASSOCIATION SETS HIGH MARK AT ATLANTA

Twelfth Annual Convention, National Association of Stationers and Manufacturers, Marks Milestone in Association History. Many Interesting Papers, Reports and Addresses Presented and Important Decisions Reached.

OFFICERS FOR THE ENSUING YEAR:

President—CHARLES N. BELLMAN, Toledo, Ohio
First Vice-President—W. D. BEVIN, New York, N. Y.
Second Vice-President—D. H. JONAS, New York, N. Y.
Third Vice-President, H. W. ROGERS, New York, N. Y.
Treasurer—HARRY A. PRIZER, Philadelphia, Pa.
Auditor—IVAN E. ALLEN, Atlanta, Ga.

DIRECTORS FROM STATIONERS

Henry W. Stacy, Los Angeles, Cal.
Edwin I. Baer, Canton, Ohio
J. Ogden Pierson, New Orleans, La.
Geo. E. Damon, Boston, Mass.
J. H. Niedecken, Milwaukee, Wis.
William H. Brooks, Philadelphia, Pa.
Charles A. Stevens, Chicago, Ill.
W. P. Waddy, Richmond, Va.
Chas. H. Crocker, San Francisco, Cal.
Eugene Pettus, St. Louis, Mo.

DIRECTORS FROM MANUFACTURERS

J. H. Schermerhorn, Jersey City, N. J.
Lewis D. Bement, Framingham, Mass.
O. J. Timberman, Cincinnati, Ohio
J. S. A. Wittke, New York, N. Y.
Sidney J. Burgoyne, Philadelphia, Pa.
Louis H. Buckley, Worcester, Mass.
John L. McMillan, Syracuse, N. Y.
Richard B. Carter, Boston, Mass.
Fred H. Butenschoen, Chicago, Ill.
C. S. Brewer, Herkimer, N. Y.

PLACE AND TIME OF NEXT MEETING—CHICAGO, ILLINOIS, OCTOBER 8-12, 1917.

RESOLUTIONS ADOPTED BY THE CONVENTION:

Resolutions following were recommended by the Committee on Resolutions and passed by the convention at the suggestoin of various standing and conference committees and by action of the convention in passing upon the Reports of the President and other officers and committees:

Recommended by Special Committee, appointed by Board of Control to confer with committees from Manufacturers and Jobbers.

WHEREAS, The growth and activity of our association have emphasized the importance of the results which can be accomplished on behalf of the stationery industry through the stimulation and development of our associate activities, and the necessity for providing a ready method for crystallizing sentiment on the part of manufacturers, wholesale dealers and retail dealers, concerning problems which are peculiar to each of those three branches of the trade, be it

RESOLVED, That the Board of Control forthwith provide for the creation of a Board of Retail Dealers, and a Board of Manufacturers, and a Board of Wholesale Dealers in Stationery, the membership and function of each board to be as follows:

(a) The Board of Retail Dealers shall be made up of such retail dealers in stationery who are members of this association as may be suggested to the Board of Control of this association, and said board shall be under the chairmanship of the third vice-president of this association, and he shall have power to summon a conference of the said board when in his opinion and that of two members of said board such a conference is deemed advisable. At least one conference shall be held during the year and that, on the day prior to the assembling of the annual convention of this association. It is also intended that the chairman of the Board of Retail Dealers shall have the privilege of inviting to such conferences such members of the association as he shall select.

(b) Members of the Board of Manufacturers shall consist of the chairmen of the various manufacturers' conference committees, and this board shall be under the direction of the first vice-president of this association, who shall be the chairman of said board; conferences of said board shall be held whenever the first vice-president and the chairman of any two of the said conference committees shall so determine, and the invitation to attend such conferences shall be issued by the first vice-president to such persons, firms and corporations as he shall select. At least one conference shall be held during the year, and that, on the day prior to the assembling of the annual convention of this association.

(c) In like manner the Board of Wholesale Dealers shall be made up of such wholesale dealers in stationery as may be suggested to the Board of Control of this association at the next meeting thereof, and this board shall be under the chairmanship of the second vice-president of this association, and he shall have like power to summon a conference of the said board when in his opinion and that of two members of said board, such a conference is deemed advisable. At least one conference shall be held during the year, and that, on the day prior to the assembling of the annual convention of this association. It is also intended that the chairman of the Board of Wholesale Dealers shall have the privilege of inviting to such conferences such members of the association as he shall select.

From the Report of the President.

RESOLVED, That the Catalog Commission is hereby requested to investigate the feasibility and cost of printing and distributing a monthly bulletin to contain list of new and discontinued goods and other suitable information, and report their conclusions to the Executive Committee; further

RESOLVED, That the Executive Committee is hereby authorized to take such action upon said report, as in their opinion the interests of the association will be best subserved.

From the Report of the Committee on Files and Office Furniture.

RESOLVED, That the National Association of Stationers and Manufacturers hereby requests that all manufacturers of files change their list prices in such manner as to permit granting the dealers of 50 per cent discount, f. o. b. factory, with a 5 per cent additional discount on carload lots, such readjustment of lists to be made at the earliest feasible time.

From the Report of the National Councillor to the Chamber of Commerce of the U. S. A.

RESOLVED, That this association favors the prompt enactment of the Stephens-Ashurst bill, which provides for a permissive system of price maintenance concerning identified merchandise.

Suggested by a communication from the Stationers' Association of New York, presented by H. W. Rogers and referred to the committee referring to Trade Custom No. 19, issued by the Writing Paper Manufacturers' Association:

RESOLVED, That all papers manufactured on the Standard Substance Number basis shall be sold on the pound basis, governed by the trade customs.

RESOLVED, That the National Association of Stationers and Manufacturers in convention assembled in Atlanta, Ga., October 9th to 12th, adopt this resolution and the secretary of the National Association be requested to communicate with the secretary of the National Paper Trade Association and the Writing Paper Manufacturers' Association.

RESOLVED, That a copy of this resolution be furnished to all local stationers' associations and clubs in the United States for endorsement with a request that a notice of such endorsement be sent by the local stationers' associations and club to the National Paper Trade Association and the Writing Paper Manufacturers' Association.

THE twelfth annual convention of the National Association of Stationers and Manufacturers held at Atlanta, Ga., from October 9 to 12, realized every anticipation of the members. Every pledge made by Charles H. Marshall of the Fielder & Allen Company, who presented Atlanta's invitation at San Francisco last year, was more than fulfilled. In numbers present, in organization spirit and enthusiasm, in interest in the proceedings and in accomplishment, the Atlanta meeting keyed up the organization efficiency. From the time the first delegate signed the registration book to the hour when the last guest departed there was no waning of interest on the part of either the guests or the hosts.

All who were making their first trip to Dixie were delighted beyond expectation. The temperature on the plateau which constitutes that part of Georgia where Atlanta is situated was that of Indian summer. The trees, the shrubs, and the vines, some in green and some in the gala dress of Autumn adorned the hills and valleys. Across every rural landscape streaked the reddish bronze of the cotton plant topped with opening pod of snowy white—the fairest flower in Dixie.

Dixie has become the national favorite. Everywhere we pay a tribute of sentiment to the Southland. The word Southern has become a complimentary adjective. The favorite songs in the home everywhere are the plantation melodies.

All view with satisfaction Dixie's prominent place in the great pageant of American commerce and industry. To the fruit of the field and the tree and the vine she has added the plentiful yield of the loom and the mine and the forge. But it is not for her material prosperity that Dixie has taken her conspicuous place in national affection.

The affection for Dixie is grounded in esteem for certain sentiments which we are inclined to believe have flourished to a greater degree in the life of the people of the South than elsewhere. These sentiments are chivalry, hospitality and gallantry, all of which found high expression in the agricultural life of the old South where pride of relationship was stronger than pride of possession. The national esteem for these sentiments is an indication of our hold upon the quality of genuineness, which, in these days when the value of possession is magnified, sometimes seems to be getting away from us.

The week in Atlanta, one of the chief centers of southern hospitality, southern culture and southern enterprise, under the delightful circumstances attended upon the convention, intensifies our esteem for the sentiments and our affection for Dixie.

Following the registration on Monday, October 9, at the Piedmont hotel, the twelfth annual convention of the National Association of Stationers and Manufacturers commenced its sessions in the assembly hall of the Hotel Ansley about ten o'clock Tuesday morning with a full attendance of delegates. Many ladies graced the occasion with their presence.

The convention was called to order by Ivan E. Allen of Atlanta. He introduced the Rev. Dr. Memminger who pronounced the invocation while the convention stood. Following the invocation Mr. Allen introduced L. B. Hicks, president of the Atlanta Rotary Club, who presented a graceful address of welcome, after which Mr. Allen, on behalf of the Atlanta Stationers' Club, presented President Bellman with a gavel made in part from a piece of walnut from the banisters of the old Marietta Street School, where some of the most distinguished citizens of Atlanta received their early education. This was combined with mock orange and maple woods, all being products of the county of which Atlanta is the center. Mr. Bellman received the gavel with an appropriate speech, in which he likened the strength of the gavel, with its several firmly cemented elements, to the strength of the combination whose triple elements form the National Association of Stationers and Manufacturers. President Bellman then announced that, following its usual custom, the convention would stand while Samuel Ward of Boston led the assembly in singing two verses of "America." Before beginning the song Mr. Ward stated that it was always a peculiar pleasure for him to lead in its singing because S. F. Smith, the author, was a neighbor of his, living but a stone's throw from Mr. Ward's residence at Newton Center, eight miles out of Boston.

After the singing of the National anthem, President Bellman appointed R. H. Baxter of New York sergeant-at-arms of the convention and Harry Sharp of Camden, N. J., assistant sergeant-at-arms. The president then read his annual report, which is reproduced verbatim elsewhere in this section. At the conclusion of the reading of this report, on motion of Mr. Lent of New York, seconded by Mr. Bauer of Lynn, Mass., it was accepted and its recommendations were referred to the committee on resolutions.

Next followed the report of the secretary, Mortimer W. Byers. On motion of Mr. Wetmore of New York State, seconded by Mr. Crocker of California, this report was received and placed on file. It, like all of the reports and addresses of the convention, will be found in full in another portion of this section.

Following the reading of the secretary's report, President Bellman introduced the speaker of the morning, the Hon. Edward N. Hurley, chairman of the Federal Trade Commission, who spoke on "Cost Accounting and Business Progress." Mr. Hurley's address was able, thoughtful and highly instructive, and at its close he answered the queries of several of the members, giving his views with regard to some of the more intimate problems of the stationery trade. The gist of the ideas brought out in the impromptu discussion may be summed up as follows:

A certain percentage should be allowed for the depreciation of stock at the end of the year. Where items manufactured are of a similar nature and the difference in their manufacturing cost is small it is proper to add a uniform percentage of overhead expense to cover all items; but where there are considerable differences in the

manufacturing cost of the several items, as in a case where one item costs two dollars and another five dollars, it is necessary to distribute the overhead cost on each product and fix the price accordingly. Mr. Hurley said that in his business it is the practice to figure the cost of the material and the manufacturing into one cost, but that each business has its own ways of doing things. The thought upon which the commission is working is to get this association and all other similar organizations and interests to work out a plan which will be to the best interests of all members. The commission desires to examine and approve standard forms of accounting which will give merchants the correct results they seek. If there are 300 men in an organization and 200 outside of it, it may be possible to get the 200 to join when they know that the methods of the association are approved by competent authority. The commission is trying to encourage commercial organizations to study out the best methods; improvements should come from within and should not be arbitrarily applied from without. If, after an organization has formulated methods and systems which experience has shown to be the best and which meet with the approval of the commission, then all merchants in the line should join the organization and adopt the approved methods; those who refuse to do so are a menace to the business as a whole.

In reply to a question as to the proper distribution of manufacturing and retail costs where both manufacturing and retailing are conducted by one company, Mr. Hurley urged members to write to the commission for copies of some booklets on fundamentals of cost systems for manufacturers and systems of accounting for retailers. These booklets will clarify problems which arise as a result of the different rates of turn-over between the manufacturing and the retail departments.

Two convention veterans—J. S. A. Wittke and Andrew Geyer.

On motion of Mr. Brokaw, seconded by Mr. Hutchinson, Mr. Hurley's offer to send the pamphlets referred to to members of the association was accepted and the secretary was instructed to furnish the commission with a list of the members; the motion also included an unanimous vote of thanks to Mr. Hurley for his instructive address and the careful manner in which he had responded to the numerous inquiries of members from the floor.

Following the report of the treasurer and the auditor, Robert D. Patterson, chairman of the National Catalogue Commission, read the report of that body. This report was received and referred to the committee on resolutions.

President Bellman next introduced Fletcher B. Gibbs of Chicago, councillor from the National Association of Stationers and Manufacturers, to the Chamber of Commerce of the United States. The report of Mr. Gibbs was an able and comprehensive document, and was given close attention by all.

At the conclusion of the foregoing, the secretary read the report of the executive committee. On motion the report was received and placed on file and its recommendations were adopted.

R. S. Bauer, chairman of the committee appointed to select the best store plan submitted for a double store measuring over forty-seven feet in width, reported that the plan submitted by R. J. W. Huff of H. K. Brewer & Co., New York, was selected as the best among those submitted. Honorable mention was given the plan sent in by L. E. Oglin of Stevens, Maloney & Co., Chicago, with regard to the arrangement of store fixtures was given honorable mention. The committee decided that the best fixture plan was that submitted by the L. E. Waterman Company of New York.

President Bellman announced the appointment of the following committees: Nominating committee—Fletcher B. Gibbs, chairman; William J. Kennedy, Theodore L. C. Gerry, Charles E. Falconer, Millington Lockwood, Robert D. Patterson and George M. Courts.

Budget committee—Harry A. Prizer, chairman; H. W. Rogers and Frank D. Towne.

Committee on necrology—Lansing G. Wetmore, Charles H. Langbein and E. Y. Horder.

The president stated that since one of the members of the convention committee was not present, he therefore appointed H. S. Hutchinson to fill the vacancy.

The afternoon session, which commenced at 2:45 o'clock, was opened by an address by W. D. Pittman, secretary of the National Catalogue Commission and manager of the information bureau of the association. Mr. Pittman's address covered in some detail the work done by his bureau and described in general terms the remarkable collection of business forms and systems submitted by members of the association and placed on display in one of the rooms on the convention floor of the Hotel Ansley. This address was listened to with close attention and received hearty applause.

The secretary next read the report of a special committee appointed by the board of control on Monday to meet with authorized representatives of the manufacturers and the wholesalers to formulate recommendations looking to a closer co-operation between the three branches of the trade.

This committee consisted of F. B. Gibbs, Charles E. Falconer, R. D. Patterson, Chas. A. Lent and Chas. N. Bellman. The committees from the manufacturers and the wholesalers who conferred with the foregoing committee and concurred in its report consisted of W. D. Bevin, Eberhard Faber, Richard B. Carter, F. P. Seymour and W. H. Redington for the manufacturers, and J. H. Niedecken, Eugene Pettus and D. H. Jonas for the wholesalers.

The report was received and referred to the committee on resolutions without debate.

Uri Doolittle, chairman of the committee on paper and envelopes, next read the report of his committee. This was followed by the report of the committee on files and office furniture, presented by Charles A. H. Thom, chairman. The former report was received and placed on file

Mr. Merckle and several friends have just discussed the barbecue. Mr. Timberman prepares to depart. Frank Morse, Mr. Foster and Mr. Peabody were well content after the barbecue was served.

and the latter was received and referred to the resolutions committee.

C. L. Mitchell of Topeka, Kan., next presented the report of the committee on hardware and glassware. At the conclusion of the reading, Mr. Mitchell added a few supplementary observations, after which Mr. Horder rose and congratulated the committee upon the excellence of its report, and moved that the report be adopted. The motion was carried.

The report of the committee on inks and mucilage was read by its chairman, Theo. A. Steinmueller, and was ordered received and its recommendations referred to the resolutions committee.

Edwin I. Baer, chairman of the committee on miscellaneous items, read the report of his committee, which was received and referred to the committee on resolutions.

This concluded the business of the first day's session and the convention therefore adjourned until the following morning.

Second Day's Session.

The session of Wednesday morning was called to order by the president at 9:45. The first event was an address by Mr. Naylor, secretary of the Writing Paper Manufacturers' Association, on the subject, "Manufacturing Writing Paper to Substance Numbers." This address at its conclusion was warmly commended by President Bellman, and the association gave Mr. Naylor an unanimous vote of thanks.

The report of the board of control was read by the secretary, and was followed by the report of the manufacturers' conference committee on inks and mucilage, read by the chairman, W. H. Redington of the Sanford Ink Company. After some complimentary remarks by the president, who stated that this was the first reoprt of the new manufacturers' conference committee, the report was ordered received and placed on file.

The report of the committee on leather goods and novelties was read by the secretary, the chairman of the committee, James S. Ball, being absent. Report was received and filed.

Frank R. Welsh, chairman of the committee on loose-leaf devices, read his report, which, after some discussion of the points brought out, was received and filed.

M. S. Willard, chairman of the committee on rubber stamp goods, being absent, his report was read by the secretary, after which Secretary Byers read the report of the grievance committee.

Henry W. Rogers of New York presented the following preamble and resolutions which were ordered referred to the resolutions committee:

"The Writing Paper Manufacturers' Association have issued Trade Custom No. 19, effective on and after October 1, 1916, as follows:

"'New orders for bonds and linens, flat writings and ledgers will be entered and manufactured only in conformity to the following list of substance numbers and to the conditions appended thereto.'

"A table showing actual weights figured to the half pound of standard substance numbers has been compiled and issued. The paper committee of the Stationers' Association of New York, having learned that a list of prices to be applied to all substance numbers has been contemplated and that this list is subject to a discount, such discount to be determined by the grade of paper affected,

A group photographed on Lookout Mountain. Readers will recognize several of these gentlemen, all of whom are prominent in their respective lines. We note here Frank C. Morse, J. N. Hobbs, C. A. H. Thom, Joe Hildreth, Mr. Rees, Mr. McCormick, A. L. Weis, Mr. Goldstein, Mr. Thomas, M. C. Weis, R. B. Wilson, H. C. Sharp, and others.

Williams, of Eberhard Faber, and Leonhart, of the American Pencil Company. Mr. Leonhart and Mr. and Mrs. Price. L. B. Herr and A. J. Pfaff. Photographs by W. G. Stringer.

realizes the confusion and increased possibility of errors should such a method be adopted, is opposed to such a list and offers the following resolutions:

"RESOLVED, That all papers manufactured on the standard substance number basis shall be sold on the pound basis, governed by trade customs; be it further

"RESOLVED, That the National Association of Stationers and Manufacturers in convention assembled at Atlanta, Ga., October 9 to 12, adopt this resolution and the secretary of the National Association be requested to communicate with the secretary of the National Paper Trade Association and the Writing Paper Manufacturers' Association; and be it further

"RESOLVED, That a copy of this resolution be furnished to all local stationers' associations and clubs in the United States for endorsement and that a notice of such endorsement be sent by the local stationers' associations and clubs to the National Paper Trade Association.

(Signed) E. V. BROKAW,
CHAS. C. TALCOTT,
EVERETT ADDOMS."

Mr. Courts stated that he had just received advices from the paper men that the list had been withdrawn and that they were going to continue selling by the pound. Mr. Rogers thought that nevertheless it would do no harm for the convention to go on record in the matter. President Bellman said that if there were no objection the resolutions would be referred to the committee on resolutions, and it was so ordered.

Mr. Gerry next read a partial report of the committee on resolutions. These resolutions outlined the method of providing forthwith a board of manufacturers and a board of wholesale dealers in stationery, and defined the membership and function of each board. The report was signed by the resolutions committee, Charles E. Falconer, Robert D. Patterson, W. J. Kennedy and Theo. L. C. Gerry.

Mr. Diehl suggested that the retailers should also have a board under the same conditions as the wholesalers and manufacturers. Mr. Burgoyne, Mr. Clark and Mr. Mitchell voiced their concurrence in this view. Secretary Byers said that the question is one of administration, and that if the association will endorse the resolutions, it will then be in order to provide for a conference of retail dealers to be called on the day prior to the assembly of the next annual convention. Mr. Lent spoke strongly against the suggestion of a retailers' division, saying that the association has heretofore been more for the advantage of the retailers than for other branches and that the purpose of the resolution is to bring the manufacturers and wholesalers in closer touch with the work of the whole association—making it in truth their organization as well as that of the retail branch of the trade. What is essential is unity, and retail problems can be best discussed in open convention as heretofore. Mr. Gibbs offered the following amendment to the resolutions as follows:

A third paragraph to be known as (c), "In like manner the Board of Retail Dealers shall be made up of such retail dealers in stationery as may be suggested to the board of control of this association, and this board shall be under the chairmanship of the president of this association and he shall have like power to summon a conference of said board when in his opinion and in that of two other members of said board such a conference is deemed advisable. At least one conference shall be held during the year, and that on the day prior to the assembling of the national convention of this association. It is also intended that the chairman of the board of retailers shall have the privilege of inviting to such conferences such members of the association as he shall select."

On motion the foregoing amendment was adopted, after which the resolutions as amended were adopted unanimously.

Ivan E. Allen next presented the report of the standardizing committee. This report presented many useful facts and figures and brought out a lively fire of questions and answers. The report was adopted with thanks.

Mr. Allen next reported for the convention committee, recommending the acceptance of the invitation of the Chicago association to hold the next convention in that city. This report was also adopted.

Wednesday Afternoon.

Charles M. Marshall, chairman of the committee on drawing and artists' materials presented the report of that committee and it was unanimously adopted.

J. Ogden Pierson next presented a most interesting report of the delegates to the Foreign Trade Council at New Orleans. Next followed the report of the committee on necrology and the report of the budget committee.

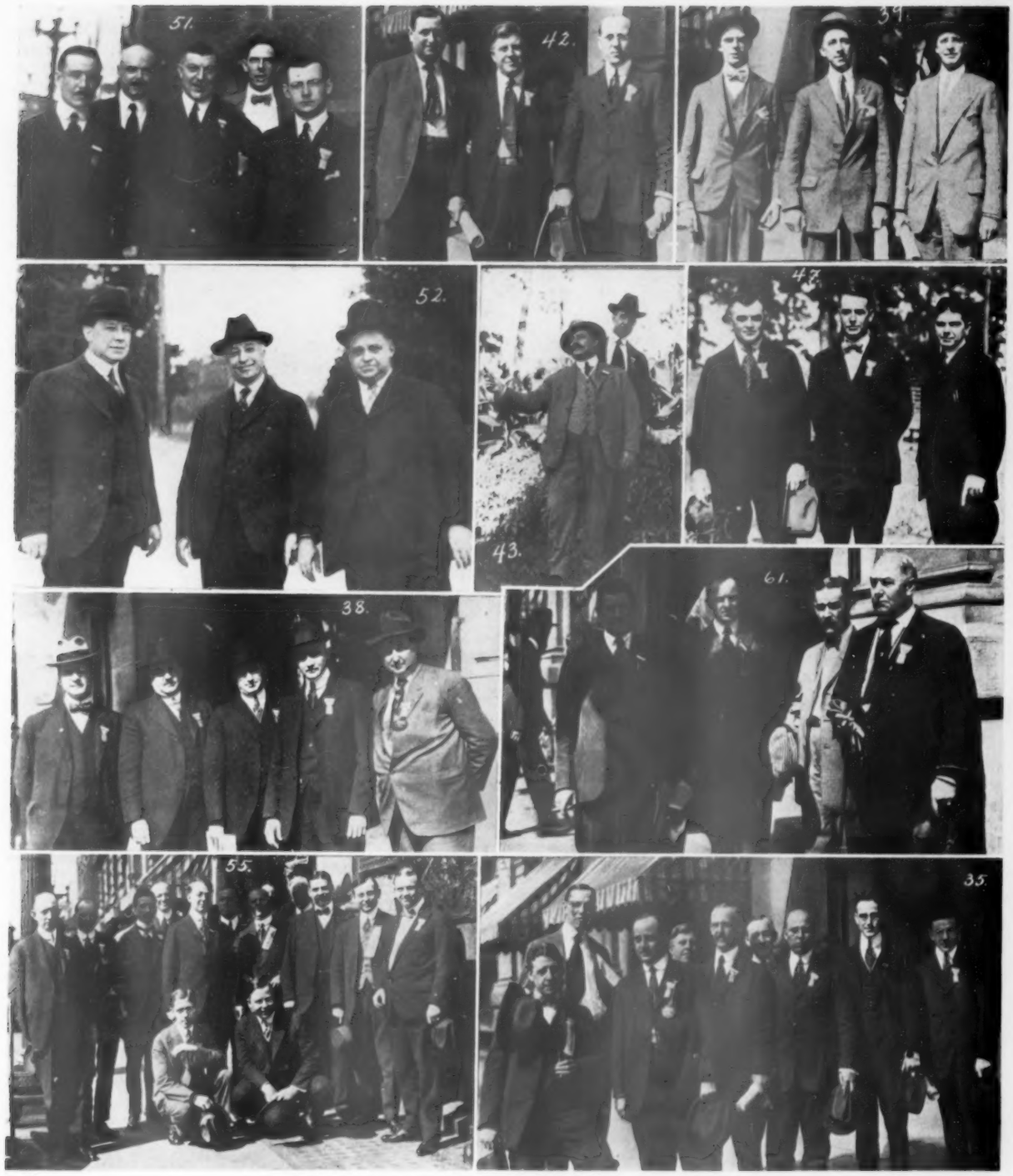
The resolutions committee offered a further report which was accepted, and the committee on nominations made its report, which was adopted and the nominees were made the choice of the convention by unanimous vote.

After Mr. Stevens had conducted the usual "revival meeting" at which he is reported to have obtained guarantees of at least one hundred new members, the association extended votes of thanks to the Atlanta Stationers' Club and the citizens and ladies of Atlanta; to the retiring officers, and to Andrew Geyer and Albert B. Abrams of Geyers' Stationer.

This concluded the business of the meeting and the convention adjourned to meet in Chicago in October, 1917.

In Which Ralph Bauer of Lynn, Mass., Speaking at the Atlanta Convention, Puts Something Big in a Few Words:

"How in the name of fair play can we as retailers expect the manufacturers to become interested in a price-maintenance arrangement when we deliberately cut the price on imprint goods and run in competition with him? It is not only unfair to ourselves, but it is unfair to the manufacturer who has pushed at great effort and expense his particular product under a standard label. We have been trying for twelve years to get the manufacturers in touch with the retailers in a price-maintenance arrangement, and the last thing the retailers should think of is to put out any kind of a competing article under any imprint at a cut price over the standardized product, whatever it is."



51. Messrs. Harrow, Doolittle, Steinmueller, Underwood and Tussing. 42. C. L. Mitchell and J. M. Colomb drag a friend before camera. The three twins—P. G. Underwood, Alvah Bushnell, Jr. and L. D. Bement. 35. New Orleans delegation and others, Mr. Hyatt, V. L. Colomb, Mr. Fitzwilliams, Mr. Lorio, Mr. Hanson, F. S. Van Hart, Camden, N. J., and E. F. Perry, Cincinnati.
52. The Weis delegation photographed on top of Lookout Mountain. A. L. Weis, J. M. Goldstein and H. C. Weis.
43. Mutt and Jeff. Mr. Hyatt, of New Orleans, is the tall man and Mr. Pancoast, southern representative of Thaddeus Davids Company, is the short man. Mr. Pancoast is shown in his favorite attitude of handing somebody a cigar.
47. Karl A. Rush, of the Crescent Brass & Pin Company, New York; P. A. Kempt, of the Ireland & Matthews Manufacturing Company, Detroit; and Fernando Figueredo, of the Frank G. Robins Company, Havana, Cuba.
38. Messrs. Burgoyne, Bauer, Tuttle, Fera and Mitchell face the camera with fortitude.
61. Four men prominent in convention work. G. S. McCormick on the left, Arthur Jackson next to Geo. E. Parmenter on right.
55. The loose leaf delegation. The gentlemen in the group are as follows: Standing from left to right—Frank L. Severance, Irving-Pitt Manufacturing Company, Kansas City, Mo.; (2) William Wood, The Heinn Company, Milwaukee; (3) H. E. Hawkins, Stationers Loose Leaf Co., Milwaukee; (4) Roy Martin, Boorum & Pease Co., New York; (5) W. V. Isgrig, The Heinn Co., Milwaukee; (6) Jos. M. Towne, National Blank Book Co., Holyoke, Mass.; (7) R. B. Wilson, Wilson-Jones Loose Leaf Co., Chicago; (8) William Pitt, Irving-Pitt Mfg. Co.; Kansas City, Mo.; (9) Wm. C. Bardenheuer, American Pad & Paper Co., New York; (10) O. J. Timberman, Sam'l C. Tatum Co., Cincinnati; (11) C. E. Sheppard, C. E. Sheppard Co., New York. Seated are: George P. Wigginton, Kalamazoo Loose Leaf Co., Kalamazoo, Mich., and Charles R. Fargo, Wilson-Jones Loose Leaf Co., Chicago.

Traveling Men's Night Entertainment.

Under the expert and capable management of "Jack" Lewis, dubbed "Happy Jack" by his friends and associates in the South, and a capable committee, an entirely original and most enjoyable entertainment was given on Monday evening of convention week in the main dining room of the Piedmont hotel. Mr. Lewis, who is the southern representative of the Joseph Dixon Crucible Company, is one of the most popular men in the South. He is a man of much force and ability, with a personality as sunny and genial as the skies of Dixie. He is always alive to the needs as well as the advantages of the section in which he lives, and it was he who a couple of years ago inaugurated in the stationery trade the "buy a bale of cotton" movement which helped to tide the South over a short but distressing period of depression. As a little reminder of this movement, the Atlanta stationers pulled off a "stunt" during the entertainment which caused much merriment. After several features of the evening's fun had been developed, W. O. Foote of the stationery house of Foote & Davies called President Charles N. Bellman to the floor and in an appropriate speech presented him with a bale of cotton which was forthwith brought to the floor and set down beside the president. Then, to the astonishment of all, a hidden door opened in the side of the cotton bale and out stepped someone who appeared to be a typical Southern "mammy," in figured calico dress, with a flaming red bandana about her head, and a neckerchief of many brilliant hues. This was a clever impersonation by Mrs. Harriet Moore, who was so well "made up" that only those in the secret knew who she was. Mr. Bellman, though taken by surprise, was able to respond in a happy vein.

The opening remarks of the evening were made by Ivan E. Allen of Fielder & Allen Company, who welcomed the guests to Atlanta and introduced the Hon. Andrew Calhoun, a gentleman whose wit, vigor and sprightliness proved the contention of all true Atlanteans that people in that section do not grow old—they simply increase the number of their birthdays. Judge Calhoun was the man who really started things. He began by giving a couple of short readings, then, on signal, Wurm's Orchestra joined in and the judge, in monotone repeated the opening verse of a familiar song, the audience joining with gusto in the chorus. Several melodies of years ago were given in this manner, putting everyone on the qui vive and in the best possible humor.

Mr. Bold, a gentleman with a pleasing tenor voice, sang several of the old southern melodies, and after this a dash of youthful sprightliness was given by the Misses Terry, Coleman and Berry, dancers, pupils of Mrs. William Spikes. These young women were pretty and skillful, and presented several dances, including ballet, Grecian, Russian and Spanish numbers. In these selections the spotlight was handled with much skill and effectiveness.

By courtesy of the William Mann Company of Philadelphia a cartoon series of moving pictures was next shown entitled "The Dream That Woke Old Fossil Up." This was an amusing sketch, with a very obvious moral—to modernize one's business by the installation of modern systems of loose leaf accounting, with machines for routine calculations.

Moving pictures of the processes of paper making, showing the actual work as it proceeds in the mills of the Eaton, Crane & Pike Company at Dalton, Mass., were also shown during the evening.

The program was concluded by dancing, which proceeded until a late hour.

Cigars were provided for the gentlemen and boxes of candy for the ladies, while several souvenirs were handed out, including toy samples of the new Ireland & Matthews pressed steel cuspidor, pencil clips bearing the likenesses of the Automatic Pencil Sharpener Company's dollar pencil pointer and of the Sanford Ink Company's fountain pen ink in a special filter package.

The Entertainment for the Ladies.

Quite an elaborate and interesting program was arranged for the entertainment of the ladies at the Atlanta convention. This program was in charge of the following committee of Atlanta ladies: Mrs. John Aldredge, chairman; Mrs. Ivan E. Allen, Mrs. Chas. M. Marshall, Mrs. O. L. Jernigan, Mrs. A. P. Baylis, Mrs. Ike Hirshberg, Mrs. Nathan Saltzman, Mrs. W. O. Foote, Mrs. M. M. Davies, Mrs. John M. Cooper, Mrs. J. C. Henderson, Mrs. J. C. Gavan, Mrs. James Wells, Mrs. W. H. Glower, Mrs. Jack Lewis, Mrs. E. V. Bogart, Mrs. John M. Miller, Mrs. Sig Montag, Mrs. E. Clyde Archer, Mrs. J. W. Fielder, Mrs. W. G. Archer, Mrs. R. L. Reed, Mrs. E. C. Clayton, Mrs. G. E. Hart, Mrs. Charles M. Conover, Mrs. C. Matthews, Mrs. H. M. Koplin, Mrs W. F. Smith, Mrs. D. G. Fuller and Miss Justine Henderson.

After the registration on Monday, an informal reception was held at the Piedmont hotel, followed by luncheon at the same place. After luncheon the remainder of the afternoon was open for those who desired to visit the shops or whatever form of diversion they chose. In the evening the ladies, with the men, attended the Traveling Men's Night Entertainment, an account of which appears in the adjoining column.

On Tuesday, following luncheon at the Piedmont, the ladies attended a matinee at Forsyth theater. In the evening a dance was given at the Ansley hotel.

Wednesday's program included a ride in automobiles starting at 11 a. m. at the corner of Forsyth and Luckie streets and taking in Howell Mill, Pace's Ferry and other points of interest, including a ride along the beautiful Peachtree road. Luncheon was served at the Capital City Country Club, followed by a bridge party, at the conclusion of which the ladies were taken back to their respective hotels in automobiles.

The annual dinner in the evening at the Capital City Club, a report of which is included elsewhere, proved to be one of the big events of the convention's playtime, and both the dinner and the ball which followed in the spacious ball room of the club were keenly enjoyed.

Thursday's entertainment consisted of the Georgia barbecue at Druid Hills Club—an event which filled the day with new and delightful sensations to nearly all of the visitors—at any rate, to those from the North, to whom a Georgia barbecue with its attendant features of entertainment was a decided novelty.

The big feature of the Atlanta convention was not centered in any one event, so far as entertainment was concerned, but was to be found in the big, hearty spirit of kindliness and generous good-will which characterized every proceeding. No one who wore the badge was a stranger; everyone was made to feel at home, and each person, so far as was possible in dealing with nearly 500 people of various tastes and inclinations, was made comfortable and happy. At Atlanta even southern hospitality outdid its high reputation. Office Appliances is sure that no one who attended the convention will look back upon the event with anything but the pleasantest recollections and the resolution to return again to Atlanta if opportunity to do so shall again arise. The management of the entire convention reflected the greatest possible credit upon the men and women of Atlanta who gave so freely of their time, their nervous energy and their money that it might be a success.

Group taken at a battery emplacement on Lookout Mountain overlooking the famous bend in the Chickamauga River. This group includes DeWitt C. Dunn, at the left; Mrs. Andrew Geyer, Mrs. Dunn, Charles Goes, Mrs. Goes, Mr. Mead, Chicago; S. J. Burgoyne, Mrs. Horder and E. Y. Horder. Steated in front of the tablet is Andrew Geyer, of Geyer's Stationer.

THE DAY AT CHATTANOOGA

The Chicago train, bearing its merry party of convention delegates, reached Cincinnati about 9:30 p. m., and after some time spent in switching about, adding cars and getting on to another road, departed thence about thirty minutes late, arriving in Chattanooga, Tenn., a little before 8 o'clock the following morning.

On reaching the hotel the western crowd found that the New York and eastern party had preceded them by half an hour and were already installed in the dining room eating breakfast. Greetings were exchanged and all the tables were filled with merry and talkative people, and by 9:30 everyone had finished breakfast and boarded automobiles and other conveyances for the trip about the battlefields of Chattanooga and Missionary Ridge, and through the National Park, which includes the Chattanooga battlefields. These places were most interesting, recalling as they did the historical facts over which we pored in our school days.

On returning to the hotel about 1 o'clock, luncheon was served, and at two the combined eastern and western delegations, over two hundred strong, started for the ascent of Lookout Mountain. Some went up by automobile, some took the roundabout trip on the trolley, and some (many of whom wished they hadn't) made the ascent by means of the car which goes directly from the landing to the top of the mountain, an ascent which in places seems to the nervous passenger almost perpendicular. The small cars which make this ascent are supposed to have a capacity of forty-five people. One car was duly loaded with its forty-five human units and started on the ascent, but it appears that the lightest individual in the car, of the passengers at least, weighed around 172 pounds, while the weightiest would probably have tipped the beam at 250. The passengers were facing toward the downward slope, the reason for which position became evident as one looked around and beheld what was to come. The "ooh's" and "ah's" and other exclamations of the women passengers caused the men to turn and behold a thin wire cable which was pulling the heavy crowd up an ascent which seemed impossible. Finally, about 200 feet from the top the car stopped and then gradually began to slip back. It is currently reported that "Charley" Stevens reviewed all the events of his past life, even including the initiation into the Ak-sar-ben society at Omaha, during the five minutes' descent. Finally the car stopped and resumed its upward motion, reaching the top at last amid sighs of relief and thanksgiving, and with many assurances that never again would they attempt that ascent.

Guides took the party about the top of Lookout Mountain, showing the various points where Confederate batteries were placed during the famous "Battle above the Clouds." Everyone without exception enjoyed the splendid view from the top of old "Lookout," beholding with interest the horseshoe bend of the Chickamauga river which flows about the base of the mountain, and marveling at the manner in which the men in blue swept up the steep sides of the mountains and took the Confederate positions by storm, a feat which in these days of machine guns and quick-firing artillery would be an outright impossibility.

All along Missionary Ridge, itself a formidable stronghold, and about the top of Lookout Mountain, are handsome residences and fine roads where once were only rocks and breastworks and emplacements for cannon.

Most of the party made the descent in trolley cars which wound about the sides of the mountain, giving an hour of beautiful scenery before reaching the base and stopping at the depot in Chattanooga.

Boarding the train at 5 o'clock the delegates were whirled toward Atlanta, reaching that city at 9:30, where they were met by members of the Atlanta reception committee and assigned to specially chartered automobiles which took the guests to the various hotels to which they were assigned.

Those who left on the train from Chicago on Saturday, October 7, at 12:55 p. m., included the following persons:

From Chicago—R. B. Wilson, C. R. Fargo and Mrs. Fargo, Wilson-Jones Loose Leaf Company; Walter Rix and Mrs. Rix, Barbee Wire & Iron Works; E. C. Loomis, Automatic Pencil Sharpener Company; W. H. Redington, Sanford Ink Company; F. B. Gibbs, Shea-Smith & Co.;

C. A. Stevens, Stevens, Maloney & Co.; A. H. Childs, S. D. Childs & Co.; E. Y. Horder and Mrs. Horder, Horder's Stationery Stores; S. E. Collins, Cameron, Amberg & Co.; Charles J. Stromberg, Stromberg, Allen & Co.; J. H. Hildreth, Esterbrook Steel Pen Company; W. E. Smith, Newhall, Smith Company; E. A. Mead, Mead & Wheeler Company; H. B. Struble, Eberhard Faber; Fred Butenschoen, Imperial Methods Company; Evan Johnson and Mrs. Johnson, and Hobart Martin, "Office Appliances"; Charles B. Goes and Mrs. Goes, Goes Lithograph Company, and F. A. Rees.

From Milwaukee, Wis.—W. V. Isgrig and W. T. Wood, The Heinn Company; A. N. Ritz and Mrs. Ritz, Diamond Ink Company.

Muskegon, Mich.—F. C. Morse and G. S. McCormick, Browne-Morse Company.

Seneca Falls, N. Y.—W. S. Tuttle, Westcott-Jewell Company.

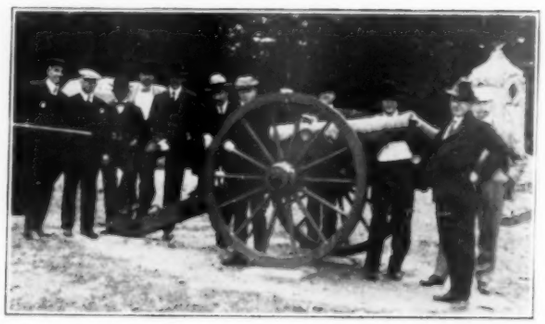
New York City, N. Y.—H. R. Tucker, Cushman & Denison Company, and V. R. Walden, Walden's Stationer & Printer Company.

Ohio; Andrew L. and H. C. Weis, and J. M. Goldstein, Weis Manufacturing Company, Monroe, Mich.; J. E. Blaine, Jr., Globe-Wernicke Company, Cincinnati, Ohio; C. C. Cobb, Conklin Pen Company, Toledo, Ohio; W. J. Youmans, the W. B. Carpenter Company, Cincinnati, Ohio; E. D. Lines, Art Metal Construction Company, Jamestown, N. Y.; Jos. S. Kral, Office Supply & Printing Company, Cleveland, Ohio; R. S. Moore and Mrs. Moore, The Ault & Wiborg Company, Cincinnati, Ohio; Lee A. Smith, General Fireproofing Company, Youngstown, Ohio; P. A. Kempt, Ireland & Matthews Manufacturing Company, Detroit, Mich.; Karl A. Rush, Crescent Brass & Pin Company, Detroit, Mich.; O. J. Timberman, Sam'l C. Tatum Company, Cincinnati, Ohio; M. E. Carlton, M. E. Carlton Company, Flint, Mich.; C. A. H. Thom and Robert F. Barie, Gregory, Mayer & Thom Company, Detroit, Mich.; Charles H. Shields and Mrs. Shields, The Blade Printing & Paper Company, Toledo, Ohio; Albert E. Tripp, Williamson Law Book Company, Rochester, N. Y.; J. H. Niedecken, The H. Niedecken Company, Milwaukee, Wis.

Group of Eastern stationers at Lookout Mountain.

Some Chicago boys on the rocks at "Lookout." Photo by A. H. Childs.

An old block house where war prisoners were kept. Frank C. Morse at the left. Photo by A. H. Childs.



Chicago group at battery on Chickamauga field. Pete Hoffman at the right.

St. Paul, Minn.—Louis F. Dow, Louis F. Dow Company.

Hastings, Minn.—P. B. Hoffman, Smead Manufacturing Company.

Camden, N. J.—Harry Sharp, Esterbrook Pen Company.

Ben Wenecke, of the Kautz Stationery Company, and M. S. Thomas, of the W. K. Stewart Stationery Company, got on the train at Indianapolis.

Those who joined the delegation at Cincinnati, where several extra cars were added, included Mr. and Mrs. Edwin I. Baer, Baer's, Canton, Ohio; Mr. and Mrs. E. H. Sell, E. H. Sell & Co., Columbus,

On the way to Luray caverns. Photo by Al. Williams.

The ride from Chattanooga to Atlanta was one which many will long remember. After the evening dinner, which was splendidly served in the several dining cars attached to the train, a number of the stationers sought the observation car, the rear platform of which was soon filled with people of both sexes who watched with interest and appreciation the splendid panorama of mountain and valley which unrolled before them as late afternoon and early evening changed the landscape into many engaging aspects.

ANNUAL DINNER AN INTERESTING EVENT

The association's annual dinner was held on Wednesday evening, October 11, at the Capital City Club, and like most events of this kind it was one of the interesting social affairs of the convention. The dinner was followed by dancing in the ballroom of the club. This was an innovation which has not heretofore been noted. The dining hall was arranged in the shape of an elbow, making it difficult for the photographer to secure a good flashlight photograph, which accounts in part for the absence of a dinner picture in this report.

At each plate the diners found a small cork with a cork screw tied upon a card with a bow of ribbon. On the card were these words, symbolic of the dryness of Georgia:

"Hang the cork screw high above us,
Put away the glasses, too,
Plant the old mint bed in onions—
We have met our Waterloo!"

The menu which was served was after the most approved and excellent fashion.

The freedom with which the title "Honorable" was distributed throughout the program caused amused comment on the part of some of the speakers. The toastmaster was the Hon. Ivan E. Allen, president of the Atlanta Stationers' Club, Atlanta. The Hon. Charles N. Bellman was rechristened as the Hon. Charles M. Bellman, and this gave the toastmaster an opening for a clever bit of comment. The Hon. John Marshall Slaton, ex-governor of Georgia, was on the program for a speech, and the evening's speaking was concluded by an address by the Hon. Fletcher B. Gibbs, president of the Chicago Stationers' Association.

Toastmaster Allen, in his introductory address, said that this annual dinner is the playground of a serious association of men. The Atlanta stationers were very glad indeed to have present all those for whom they had planned and likewise a hundred more. Like all true southerners, Mr. Allen paid a handsome tribute to the ladies, and expressed warmly the sentiment and the hospitality of Dixieland. "This," said Mr. Allen, "is the first time some of you have been down here, and I shall be surprised if you all go back." Referring to the first speaker, Mr. Bellman, the toastmaster said that the compositor had rechristened Mr. Bellman, putting an "M" in the place of "N," which had stood for "North." The South, however, proposed to testify to its regard for Mr. Bellman by rechristening him and putting an "S" in place of the "N," so that he would be hereafter Charles "South" Bellman. "He is entitled to this honor because," said the toastmaster, "he is the only man you have ever loved enough to re-elect him to the presidency."

Mr. Bellman was heartily cheered when he arose, and responded briefly to the ovation he received. He said that he had been looking forward to this time when he could lay down the reins of office, but now finds that he must start all over again. He expressed his gratitude over the fact that the convention had been so successful, and voiced the regret all the visitors held over the fact that they did not have more time to spend in the city of Atlanta.

The toastmaster called attention to the fact that a place had been reserved on the program for the new president, but since the new president was likewise the old president in this instance, he had put in the vacant place on the program a man who has been regularly on the job for several years; a man who is a barometer of association affairs as well as a compass, keeping the organization in the middle of the road, and keeping the road free from obstacles. He introduced Mortimer W. Byers, of New York. Mr. Byers responded by saying that there might be something about his classic style of architecture which reminded the toastmaster of a thermometer. Some day he hoped he might be a governor, but just now he was only a blank, he said. For evidence of this he referred the diners to the program. Mr. Byers' witticisms caused much laughter. Referring to Mr. Bellman, he said he was not named "North" by chance, because he had some of the reliability and steadiness of the North star. He agreed, he said, with Mr. Allen conditionally concerning his remarks about the women of the South, but he would amend Mr. Allen's statement by saying that the second most charming woman in the world lived in the South. Turning to Mrs. Slaton, the wife of the former governor, Mr. Byers remarked that whatever credit was due for his speech was due to Mrs. Slaton, who had told him what to say and had instructed him concerning the observations he was to make about the city of Atlanta and the customary compliment to the beauty of the southern women. Candidly, he observed, he couldn't do justice to the latter subject if he talked a week. Some merriment was caused by Mr. Byer's observation that he had been informed that Mrs. Slaton wrote the governor's speeches, and the governor, when he arose, said that he would keep friends in ad-

Some groups taken on the day of the barbecue. At the extreme left are Mrs. C. E. Sheppard and C. E. Sheppard, while on the extreme right are Mr. and Mrs. Rix, of Chicago, and Mrs. Ritz, of Milwaukee.

A group of convention members watching the cooks prepare the barbecue.

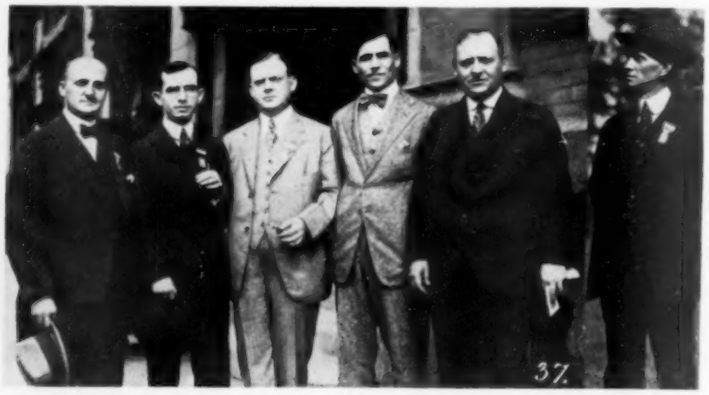
46. The Davids' delegation at the convention—Messrs. Pancoast, Merckle and Rowe.

vance with his wife by exonerating her from having written his after-dinner speech.

The governor said that he knew that in Atlanta they had very little use for thermometers, for the temperature was very even the year around. He felt, however, that they did require an instrument known as the anemometer for measuring the relative degree of dryness. "Woman," said the governor, turning to the ladies, "is a subject which never grows old; one which always speaks for itself, and is always entertaining because so changeable. "Even women's styles," said the governor, were changeable, which reminded him of the story of the young man who said his sweetheart was so interesting because when he started to put his arm around her waist he was never quite sure whether it would go around her waist or around her ankles. Referring to the stationers, the governor said he was reminded of Dickens' description of the stationers in Bleak House, Mr. and Mrs. Snagsby. Mr. Snagsby always loved his wife and obeyed her. He said that the stationers being purveyors of pens and paper were the greatest force for the advancement of civilization. The governor concluded his remarks by giving some interesting figures and statistics regarding the state of Georgia, and among other things stated that Georgia gave the first opportunities for education to women in the world by the organization of the Wesleyan University. He paid a tribute to the greatest American, Abraham Lincoln, described Stone Mountain, referred to the growing use of Georgian marble and made a number of other interesting industrial and historical references. Mr. Gibbs responding to the toastmaster's introduction, said that the toastmaster had one important function which had not been referred to, that was to swell up the speaker in his own self-esteem. The convention habit was defined as having started in 1904 and yearly growing in force and volume ever since. The convention habit has uplifted the trade, has made friends of competitors, and has enabled stationers to see America first in a very vital, practical sense of the saying. Amid much amused laughter Mr. Gibbs referred to the climb on the tramcar up Lookout Mountain. On this trip Mr. Stevens was his seatmate. Mr. Gibbs solemnly averred that when the car started back after almost reaching the summit on its almost perpendicular climb, the impression Mr. Stevens and he left on the back of the seat will never be effaced. Mr. Gibbs then told another story on Mr. Stevens about a new satchel which was lost for a little while on the way from the depot to the hotel on the night of arrival. It was found, however, later on. Mr. Gibbs said that he had a little trouble himself, due to the haste with which he packed his baggage in Chicago. When he came to dress for the dinner he found that his evening clothes were all right except that his suit lacked a pair of trousers. Speaking seriously and reverting to the convention habit, he said that this habit results in conscientious efforts to foster the spirit of unity and to better the conditions of the business. When men ask, "What do I get out of it," we can answer by stating the law—that we get out of it precisely what we give.

After the singing of patriotic and popular old songs the diners adjourned to the ballroom where they danced until a late hour.

One of the most unique and enjoyable events of the entire week of the convention was the outing on Thursday at the Druid Hills Golf Club, whose beautiful club house with its spacious grounds was thrown wide open to the stationers and their friends. The central feature of the day was a genuine Georgia barbecue—where the dressed pigs and lambs are cooked over shallow trenches dug in the earth and filled with burning hardwood. Nowhere else have the members of the association been treated to just this sort of hospitality—a hospitality flavored with the pleasing odors of wood smoke and the savory smell of meat being cooked over an open fire.



37. The Joseph Dixon Crucible Company's representatives at Atlanta—Andrew J. Pfaf, Herman Price, J. H. Schermerhorn, W. G. Stringer, J. H. Lewis and H. A. Van Derslice.

The negro minstrels who made music at the barbecue

THE BARBECUE

Druid Hills—and we must refer to it in the singular number—is located a few miles from Atlanta, easily reached by an hour's ride on the street cars. We refer to the place in the singular not because there is but one hill, for there are many, all carpeted with the brilliant green of early fall in Georgia; but because the place itself is deserving of the distinction implied by the singular reference. The club house is situated upon an eminence from all sides of which one may look out upon a beautiful, rolling country. The house itself is a spacious structure two stories in height, with reception rooms, offices and a large ball-room on the ground floor.

Stationers on way to Druid Hills Club.

Roasting the meat at the barbecue.

The stationers started for the barbecue at 9:30 Thursday morning, a few going out in motor cars, but the greater number making the trip in specially chartered street cars. One of the photographs reproduced in this section shows the scene as the members and their friends alighted from the cars and proceeded up along the winding walks to the club. Arriving at the club house they found that the real cooking was proceeding right merrily on the slope just beyond, and was in charge of a number of typical southern negroes—orderly, well-mannered men of exceeding blackness. Soon the fires were surrounded by hundreds of interested people, whose hunger mounted the longer they remained in the savory atmosphere. The pictures of the scene of the barbecue are blurred by the smoke and are otherwise defective because of the necessity of using a comparatively large lens aperture, thus restricting the field of sharpness. It would seem that there is that about the brightness of the Georgian sunshine and the vivid green of the surrounding lawns and foliage which prevents the diffusion of

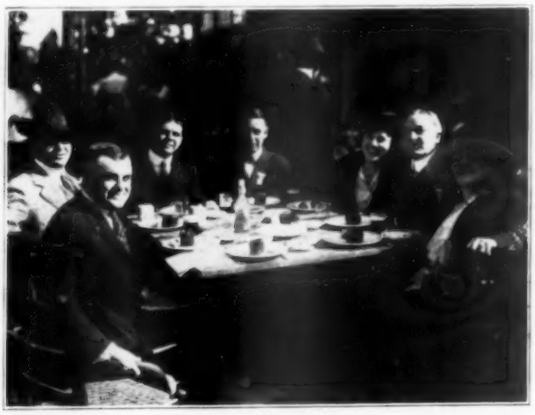
Some pictures by A. H. Childs. Some of the colored population at the right and left. Center picture, preparing the stew.

Three photographs taken by A. H. Childs, showing familiar faces.

light which is encountered in the grayer surroundings of northern latitudes, so that the shadows are black—speaking photographically—while the high-lights are absolute in their whiteness.

The tables for luncheon were arranged about the spacious verandahs of the club house, and soon after all the guests were seated the waiters began serving the stew—the name of which the writer has forgotten, but whose flavor yet lingers in pleasant recollection—and big pans of meat from the barbecue, with bread and butter and—speak it softly—bottles of a foaming beverage which connoisseurs pronounce to be wonderfully like beer. Before the meal was finished a troupe of negro minstrels began to sing to the accompaniment of the banjo, guitar and bones, while other negroes danced to the melodies of the plantation music of the banjoists. The man who wielded the bones impersonated a barber, going through the motions of shaving, cutting the hair and brushing off the guitar player, all in perfect unison with the syncopated melody.

The final feature of the dinner entertainment was provided by three little black boys before each of whom was placed a pan of flour. In one of the pans was a 50-cent piece and the boys were to find the coin and bring it out with their lips, not using their hands at all in the operation. The boy who found the half-dollar was to keep it as his reward. This game caused screams of merriment as the boys nosed industriously in the flour and came up with whitened faces, blowing flour from their mouths and nostrils. Finally one of the boys found the coin was declared the winner. Then someone threw several nickels down among the boys and there was a scramble; the rest of the onlookers took the cue and there followed a shower of coins, the excited collection of which abundantly rewarded the little fellows for their amusing labors.



Two of many dinner scenes at the barbecue, showing well-known people.

After dinner an orchestra commenced playing in the ball room and many people danced; others strolled about the grounds, while the golf players commenced their games, several of them playing as long as the light permitted.

Most of the guests returned to Atlanta on the cars about 4:30, the richer for a delightful experience which will not again come to more than a few of those who were present.

Two characteristic scenes at the dinner on outing day.

SNAPS AND SQUIBS OF THE CONVENTION

One of the modest and quiet gentlemen who left with the Chicago bunch—W. S. Tuttle, sales manager of the Wescott-Jewell Company, ruler makers of Seneca Falls, N. Y.—wore on the lapel of his coat the following badge:

Ladies' reception committee, Atlanta, Ga., posed especially for Geyer's Convention Daily. Photograph by courtesy of Geyer's Stationer.

"From New York, Traveling with Chicago Bunch. May the Great Ruler Protect Me."

* * *

Several very interesting souvenirs were handed out during the convention. Among those which a representative of Office Appliances observed are the following: A pencil box containing lead pencils, crayons, erasers, etc., from the American Lead Pencil Company; pencil box containing lead pencils, pen holders and erasers, Eberhard Faber, New York; toy steel cuspidor finished in green enamel, suitable for ash tray, cigar holder, etc., Ireland & Matthews Manufacturing Company; a boll of cotton neatly enclosed in a small box, presented with compliments of the Atlanta Stationers' Association; six-inch rulers, brass edged, presented by the Westcott-

A special pose in which Mitchell of Topeka occupies the center. On the left is Mrs. Wm. Pitt, next is Mrs. Severance, then Mr. Mitchell, then Charles N. Marshall, of Atlanta, and at the right Mrs. J. R. Brundage.

Jewell Company, Seneca Falls, N. Y., a set of samples of the products of the Moore Push-Pin Company, presented to friends and acquaintances by P. G. Underwood of the Moore Push-Pin Company. This little set was made up by means of a small cork containing a Moore glass-headed push-pin, a map tack, a thumb tack with enameled head, and a Moore Pushless hanger.

One of the interesting features of the convention was a visit which a number of delegates made to the factory of the Norris Candy Company.

* * *

Somebody inquired how many men the Conklin Pen Company had at the convention. He said all he could hear around the hotel corridor was "Conk, Conk, Conk!" He said it sounded like a flock of geese and inferred that the Conklin Pen Company must have a small army of men advertising its products.

* * *

The Hampshire Paper Company, of South Hadley Falls, Mass., deserves the gratitude of all the members of the association for the liberality it exhibited in distributing Old Hampshire Bond throughout the convention hotels, not only in the writing rooms of the hotels, but in the guest rooms as well.

* * *

In mentioning the souvenirs which were handed out during the convention we should not fail to note the pencil clips which were given away by the Automatic Pencil Sharpener Company and the Sanford Ink Company, both of Chicago. The former presented a good likeness of the famous Chicago Dollar Pencil Pointer, while the

A convention group taken on the verandah of the Druid Hills Club. This group includes Mr. and Mrs. F. S. Davison, of New York; Mrs. H. F. Rascher, of Atlanta, Ga., and several others, whose faces are familiar to those who attended the convention.

latter showed a package of Sanford's fountain pen ink. Both were stamped out in steel and made admirable pencil holders. Another little souvenir was presented by the Technical Supply Company, in the form of a little three-cornered engineer's ruler about three inches long.

* * *

The Bill Nye of the convention was Alvah Bushnell, Jr., of Philadelphia. Mr. Bushnell is tall, slender, smooth-faced and quiet-voiced, with an expression of kindly gravity which belies his years. He had a fund of dryly humorous observations and witty stories which kept his friends in good humor all the time. He was heard to observe one day, "With liquor no longer popular in Georgia, the conventioners find it surely a good place to eat, think and be merry."

* * *

It is reported that "Billy" Mayne had a most interesting exhibit of Hutchison stapling machines in his room at the hotel, and that an astonishing number of men, especially from points outside of Atlanta, inspected the machine. If they came away singing "How dry I am," it was not the fault of the hospitable Mr. Mayne.

Homes, of New Orleans, got the reputation of being the human phonograph of the convention. Homes has devised a lay figure, a cut of which he uses in his advertising. This lay figure is known as Dr. F. Ficiency. The doctor has established quite a reputation for wisdom in and about the city of New Orleans.

* * *

On Tuesday evening, L. E. Waterman, of the L. E. Waterman Company, New York, gave a dinner to eighteen of his friends at the Ansley hotel. During the evening one of the members of the New Orleans delegation overheard a remark complimentary to the enterprise of the stationers of New Orleans in sending such a liberal number of men to the convention. Thereupon the New Orleans crowd purchased an enormous bunch of chrysanthemums, which were sent in and distributed to Mr. Waterman and his guests.

* * *

Among the charming youngsters who attended the stationers' convention for the first time were Miss Bernheiser, daughter of Mr. and Mrs. J. H. Bernheiser of the Acme Staple Company, Camden, N. J.; Miss M. B. Hawkes, daughter of Mr. and Mrs. J. A. Hawkes, of Merchantville, N. J.; Miss Gladys L. Burnham, daughter of Mr. and Mrs. F. A. Burnham, Jr., Madison, N. J.;

Mr. and Mrs. Cooper, of Atlanta; Miss Cooper and Miss Fielder.

ter of Mr. and Mrs. F. A. Burnham, Jr., Madison, N. J.; Atlanta, Ga.; Miss Princess Felton, niece of Mr. and Mrs. H. G. Arthur, Santa Fe, Isle of Pines, and Miss Marion Fielder, daughter of Mr. and Mrs. J. W. Fielder, Atlanta, Ga.

* * *

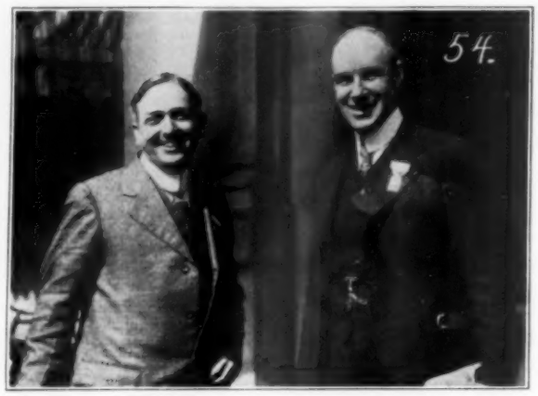
Mrs. C. E. Sheppard, of New York City, who was born and educated in Macon, Ga., and was prominent socially in the South before her marriage and removal to the North, spent a delightful week during the convention in renewing old acquaintances in Georgia's metropolis. She, however, took part in all the convention festivities notwithstanding calls on old friends.

* * *

Several gentlemen whose habit it is to appear at all formal functions in the full regalia of dress suit and patent leather gaiters, top hat and cape overcoat, had the misfortune to lose their trunks at Atlanta and had to appear at some of the functions in the everyday pepper-and-salt of commerce. This misfortune happened to Harry Rockwell and Elbert Wortman, of the Yawman & Erbe Manufacturing Company, but the trunks of these two gentlemen appeared in time so that they got the proper clothes to wear for the annual dinner.

"Pop" Loomis, of the Automatic Pencil Sharpener Company, wants to know why they call him "colonel" when he hasn't any horse.

There was a hot argument between "Uncle" John Aldredge and George P. Wigginton at the Lester store in Atlanta one day during the convention, but George



Mr. Baer and Mr. Lines have their little joke.

proved that he still had a few aces up his sleeve and that he really did know about everything that is to be known on the subject of selling Kalamazoo loose leaf goods.

* * *

R. W. Ewing, of Roberts & Son, actively exemplified the hospitality of the South by inviting everyone to come to Birmingham.

* * *

One of the souvenirs which was to have been given out at the convention was inadvertently overlooked during the convention and failed of distribution. This is known as the "Polita Polish," and is manufactured by the Eberhard Faber company. A description of this polish will be found in the department of new Machines and Devices.

* * *

Not a day went by during the convention that some people from other parts of the union did not go down to the Negro police court with his honor Judge Johnson. This is one of the places in Atlanta which it is worth

Mrs. Bellman and Mr. and Mrs. McDonald.

while to visit. One is always sure of a laugh, and sometimes a tear, in this court.

* * *

Albert Abrams, manager of Geyer's Daily, is the only man who does not put in overtime at the convention. Manager Abram's working schedule is twenty-four hours a day, beyond which he declines to go. About the time the others are getting into pajamas, Abrams is getting in a cab, en route to the printshop, with an armload of copy. By the time the proof is read, the make-up O. K.'d

and the final signal, "let 'er go," given the pressroom, the milkman is working toward the end of his route.

* * *

"The daily" is the most popular morning paper at the convention. Manager Abrams' appearance with copies in the hotel lobby is the signal for a rush on the part of every one but the representatives of the other trade papers, who pretend to know nothing about it; but as "the daily" presents all the proceedings of the day, privately each representative carefully accumulates two or three copies, which are sent to the home office. This eliminates the necessity of securing the matter in the form of sheets from the secretary, and possibly the necessity of making copies of the addresses. This is a big saving of time and effort. One seldom sees the representatives of the other journals with a copy of "the daily." If caught with one there is a pretense of surprise and an expression of wonderment over how it happened to get in his hands. It is immediately dropped, as something of no interest. Later the necessary copies (there must be two) are accumulated. This is very adroitly done with an air of nonchalance that indicates no knowledge of Geyer's Daily. The writer recalls his own embarrassment meeting Mr. Geyer unexpectedly and extending his hand, which caused two copies to slip from under his coat.

* * *

"Did you know that Ike Upham goes into debt every time he signs his initials?" remarked Alvah Bushnell, Jr., in the Piedmont lobby.

"How is that?" inquired a bystander.

"Why," replied Junior, "Upham's initials are I. O. U."

* * *

There was a bit of boasting about the Chicago commissary on the Stationers' Special, en route to Atlanta. Baskets of fine fruit were displayed, cure for snake bite, boxes of candy, playing cards to help while away the daylight hours and pencils and tablets for keeping the score. A little group was commenting upon it late in the evening.

"That talk's all right," remarked Timberman, of the Tatum Company. "You may have had some cider, apples and persimmons, but Cincinnati furnished your meals.

"Likel it did," said Charley Stevens, thinking of the Sunday school lesson the next morning.

"All right," said Tim, "just look at the name on the dining car"—and sure enough, there it was, "Cincinnati."

* * *

One of the guests from afar was Fernando Figueredo, Jr., manager of the stationery department of Frank G. Robins Compny, Havana, Cuba. Mr. Figueredo is making a short stay in the States for the purpose of purchase and getting in touch with the situation.

* * *

R. Lee Sharpe of Carrollton and Atlanta, Georgia, with whom we had had a correspondence acquaintance for several years, pulled our latchstring at the Piedmont one afternoon.

R. Lee Sharpe believes in "the music of the pines, the laughing waters of the forests." He learned from the little children that—"there are no criminals." That "we are all good at our heart—our deep heart." That "there are no 'bad' women and there is nothing to do but love—and happiness is ours." R. Lee Sharpe learned many things from the little children from whom all of us should learn far more than we do.

One of the pleasant events of the week was meeting with Sharpe.

F. A. Burnham, Jr., vice-president and sales manager of the Bates Manufacturing Company, with Mrs. Burnham and Miss Gladys Burnham were convention favorites.

* * *

Although one of the "in-betweens" who did not carry off a trophy, F. N. Ryan, of the Milwaukee Chair Company, was one of the best convention golfers. Friend Ryan put up a capital game both days.

* * *

One day of the week each delegate and visitor found a copy of the Saturday Evening Post for October 14th in the mail box or in the room. Copies were also presented to the conventionites at the barbecue. An imprint on the front showed these copies to have been presented by the Eversharp Pencil Company of Chicago. On page 69 appeared an interetsing half-page advertisement of the Eversharp.

* * *

Mr. William H. Foster, president of the General Fireproofing Company, and Mrs. Foster were interested visitors. It was Mrs. Foster's first stationers' convention and her experience was so pleasant that she hopes to be present at Chicago next year.

* * *

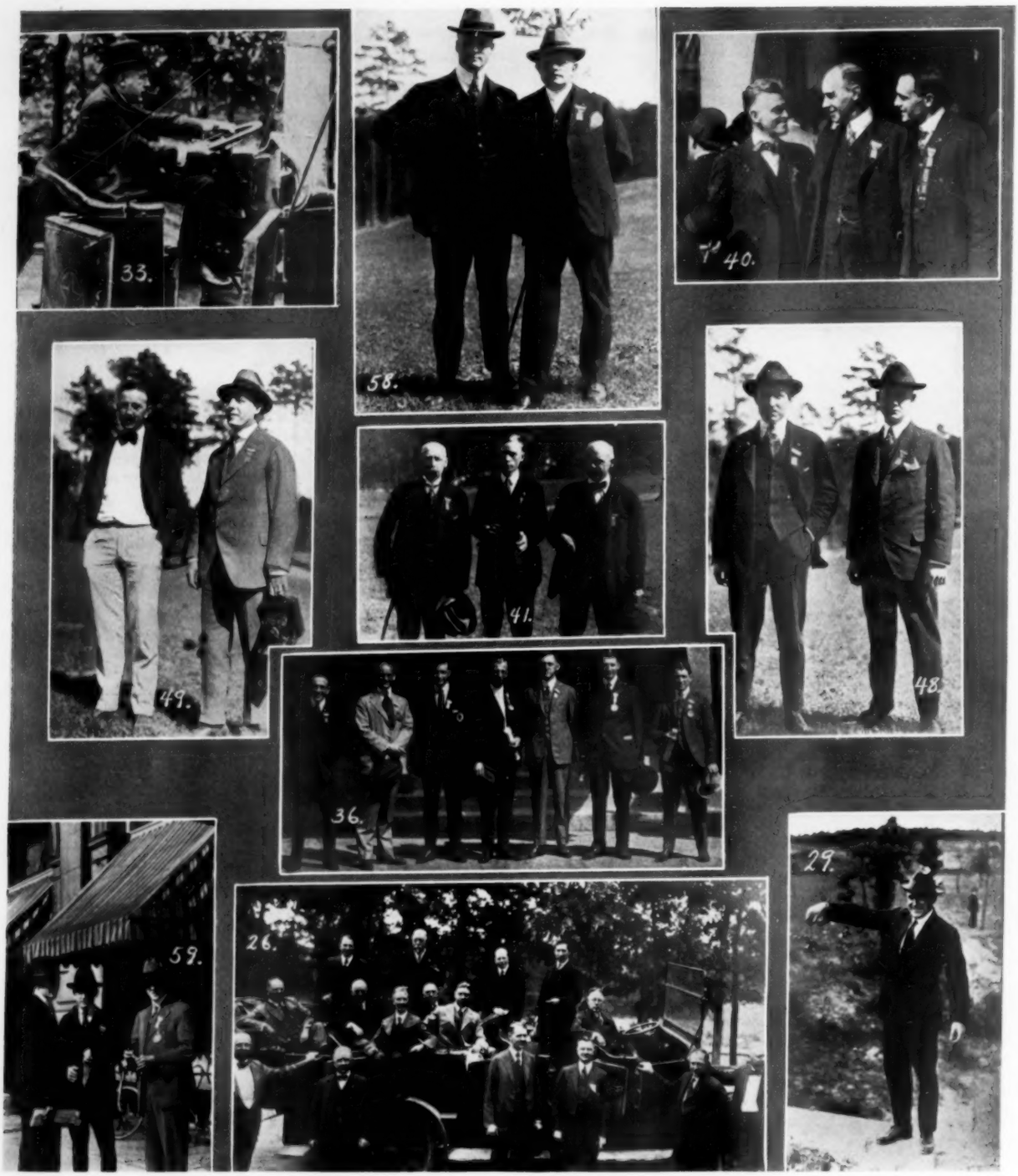
Much to the regret of Mr. and Mrs. M. M. Davies, Mrs. Davies was unable to participate in the convention festivities on account of illness.

* * *

The reception committee which met the combined eastern and western delegations at Atlanta, said delegations aggregating 211 persons, included the following gentlemen: John Aldredge of the Lester Book & Stationery Company, chairman; Chas. C. Gavan, Southern Book Concern; E. Russ Richards, the S. P. Richards Company; J. J. Wallace, the Fielder & Allen Company; John M. Cooper, the Foote & Davies Company; John Henderson, Lester Book & Stationery Company; M. M. Davies, Foote & Davies Company; J. W. Fielder, Fielder & Allen Company; W. F. Smith, Baylis Office Equipment Company; I. A. Hirshberg, Hirshberg Company; W. G. Archer, Columbian Book Company; John M. Miller, Miller's Book Store; William Hirshberg, Hirshberg Company; Max Samuels, Hirshberg Company; C. Matthews, Montag Brothers; E. V. Bogart, Dennison Manufacturing Company; H. M. Kaplan, S. P. Richards Company; Mr. Marshall, Louisville Paper Company; Francis Fox, Diem & Wing Company; George W. Leutzler, Ault & Wiborg Company; M. B. Dunbar, Dunbar & Sewell, and several others, including a number of traveling men who cover the southern field for prominent manufacturing concerns. All wore red badges with the words, "Reception—Ask Me," printed thereon in gold letters.

* * *

The special train from New York to Atlanta, bearing 131 persons, was a gorgeous affair, for Charles A. Lent, who had the matter in charge, got the Pennsylvania railroad interested in proving what they could do when they really took their coats off and started in to do it right. Seven special cars started from New York and two diners were added at Harrisburg. The appointments of the train were luxurious, each couple having a room about eight feet square, fitted up with all conveniences except a bath tub. The meals on the dining cars were described as the acme of good cooking and good service. The dinner served on the Southern road was superintended by the head of the Southern Dining Car Service, and this meal, thanks to the rivalry which had been fanned by the quiet Mr. Lent between the roads, was a dinner which will never be forgotten by anyone who had the felicity of eating it.



33. Fletcher B. Gibbs at the wheel a la B. Oldfield. The only case on record where Mr. Gibbs undertook something he did not put through. 58. S. J. Burgoyne and a friend pose for the camera. 40 Mr. Lines of the Art Metal Company tells a little joke to Mr. Allen and the gentleman on his left. 49. Mr. Brundage and Mr. Everly, who were presented with Stetson hats by the Heinn Company of Milwaukee. 41. Mr. Ritz and Mr. Doolittle act as bodyguard to amateur photographer. 48. The Safe-Cabinet delegation at the convention. On the left is Mr. O'Harrow of the advertising department, and on the right is Mr. Tussing, the assistant sales manager. 36. A portion of the furniture and filing cabinet delegation at the Atlanta convention. 59. Mr. Robinson, of the Boston Specialty Corporation; Mr. Barnes, of the Berger Manufacturing Company; and Mr. Ewing, of Birmingham. 26. Chicagoans about to get out of "rubber-neck" wagon to inspect a monument on the crest of a hill at Chattanooga Park. There are many familiar faces in this group, including Fred Butenschoen, R. B. Wilson, Charles A. Stevens, J. N. Hobbs, H. C. Sharp, E. Y. Horder, Joe Hildreth, Sidney Collins, Mr. Rees, F. B. Gibbs, P. A. Hoffman, and E. C. Loomis. 29. Ever since Pete Hoffman came into this field he has always succeeded in securing the persimmon. Here he is with several.

Mr. and Mrs. J. H. Bernheiser were again the special representatives of Camden, N. J. It's getting so that no convention is complete without Mr. and Mrs. Bernheiser.

* * *

No host nor hostess at any previous convention were more active than Mr. and Mrs. Ivan E. Allen. Ivan Allen is one of the busy men of Atlanta. He is not only active in the Stationers' Association, but in the Rotary Club and many other local organizations. He is also chief of the County Fair Association. As busily as he was engaged with the affairs of the convention, he was doing a great deal of work in the Fair Association for the county fair which was to open the following week. Then, just incidentally, he was serving on the commission to help settle the street car strike. Add to this the work in two or three club organizations and it is apparent that busy as he was, Ivan Allen was a busier man than he appeared to be.

* * *

Miss Edna G. Robeson of Atlanta, who has contributed special articles for Office Appliances and who is also an inventor of some note, one of her creations being a shorthand machine, favored us with a call which was much appreciated. Miss Robeson is a business woman who has given good account of herself.

* * *

One of the best stunts of the week was the plan of the Heinn Company, Milwaukee, manufacturers of loose-leaf devices, for making the conventioners acquainted with each other. One morning the delegates and visitors found in their post box at the hotel a letter from the Heinn Company which stated that the object of the convention is that dealers and manufacturers in all parts of the country get acquainted and exchange ideas with each other. The letter urged each member to make the acquaintance of other members and went on to say that "to assist in stimulating this good fellowship spirit we have adopted a little scheme, involving the use of the enclosed badge which carries Stetsons for gentlemen and Nunnalays for ladies."

Numbered Leather Badge Distributed by the Heinn Company.

A little badge on which was stamped the company's trademark in gold was enclosed. On this badge was a number. The badge holder was instructed to find the conventioner whose Badger tag duplicated the number of his own. When the duplicates were found the parties reported at the "Badger" headquarters, where the gentlemen were given orders for Dunlap hats and the ladies orders for Nunnalay's five-pound boxes of candy. Quite a number were wearing Heinn-Dunlaps the rest of the week.

The Nunnalay's boxes were as much works of art as their contents. The boxes were mahogany frames with tapestry sides and top. They were beautiful creations and were much appreciated by the ladies who were fortunate enough to have the lucky numbers.

* * *

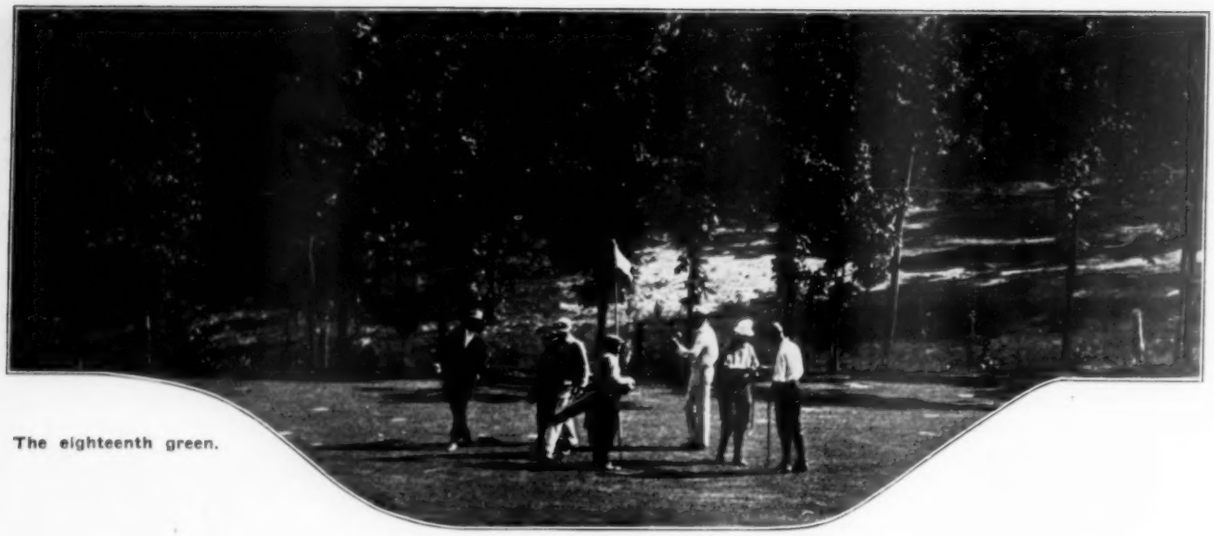
The New York contingent was so grateful to Mr. Lent for the perfection of all the arrangements of the trip down to the last detail that they subscribed a fund with which to purchase for him some token of their appreciation. This fund they put in the hands of Secretary Byers with instructions to spar around and find out something Mr. Lent wanted that he didn't have, and while he was doing this he was firmly and seriously enjoined not to let Mr. Lent know that anything was going to happen. It was planned to spring the surprise on the last day of the convention; as the meeting began to draw to a close, Mr. Byers rose and the New Yorkers—all except Mr. Lent—began to sit up and look more interested than usual. Then Mr. Byers said words to this effect: "Gentlemen, it was planned to purchase a gift for Mr. Lent in testimony of his success in arranging and carrying out the details of the trip from New York. A sum of money was subscribed by the beneficiaries of Mr. Lent's executive ability and given to me with instructions to buy him something. I have been so busy at this convention I haven't been able to do it, but I assure you I shall not squander the fund on riotous personal living, but will preserve it intact until I reach New York, where I shall carry out the wishes of the eastern delegation and buy a suitable gift for Mr. Lent. I just wanted to notify him that he has something coming." (Applause and laughter.)

* * *

At Roanoke, Va., a hundred rotarians headed by D. P. Sites of the Caldwell-Sites Company greeted the eastern delegates as the train pulled in. They presented each member of the party with apples, copies of the New York papers and an illustrated book entitled, "The Beckoning Land." Miss Gladys Burnham, daughter of F. A. Burnham, Jr., was espied by one of the rotarians, who immediately started the song, "I see a pretty girl over there," and was instantly joined by the ninety-nine others who sang tunefully, all pointing at the window through which Miss Burnham happened to be looking. The young lady's cheeks turned a vivid pink, but she bravely and laughingly held her ground. John Wood, the rotarians' secretary, introduced Mr. Sites as the "man with the alfalfa on his face." He made other jocularly personal observations for the comfort of Mr. Sites whose address followed.

* * *

One of the features of the visit to Chattanooga was the call which the delegates made upon T. H. Payne & Co., a leading stationery house of that city. Payne & Co. have a handsome new store, large and well lighted. They occupy three floors and basement, with the office furniture department on the second floor. The company has recently enlarged its premises. Cards illustrating Chattanooga scenes and a souvenir book of the city were handed to the men visitors, while boxes of candy were presented to the ladies.



The eighteenth green.

THE GOLF GAME

Note.—One of OFFICE APPLIANCES cameras was taken to the Capital City Golf Club Tuesday with the expectation of getting a picture of the Convention golfers. It was a disappointment to learn that many had played their second round in the morning and had returned to the city. We were fortunate, however, in catching some of the players.

There are four golf clubs at Atlanta of which the Capital City Country Club and the Druid Hills Country Club were chosen for the convention players. The annual tournament was played over the Capital City course Monday and Tuesday afternoons. On Thursday morning several of the visitors enjoyed the privileges of the Druid Hills course finishing in time to participate in the barbecue which was held at Druid Hills, an account of which with some interesting pictures is given elsewhere.

All the week the weather was delightful. The mercury climbed a bit on Monday when our old friend, General Humidity, made his last stand for a few hours only to be put to rout toward evening. The following days there was the same snap and tone in the atmosphere that one meets in the states farther north "when the frost is on the pumpkin and the corn is in the shock."

There were more entrants in the tournament this year than at any previous convention. The arrangement of the play on two days led to some confusion, as the demands of the convention did not permit the entire group to play at the same time. All enjoyed the play, however, and every man carried away a delightful recollection of the event.

The splendid success of the tournament was due to "Uncle John" Aldredge, who arranged the plans, and to R. L. Reed, who supervised provisions for the players and who laboriously worked out the two days' record. The first day's play was for the medal score with the handicap, the second day's play being against bogey with handicap.

The first trophy, the E. L. Faber cup, for the medal play, went to R. L. Reed, who made a gross score of 81, with 11 handicap. The second trophy, the Irving-Pitt cup, went to O. L. Jernigan, with a gross score of 94 and a 24 handicap. The prize for the high net score, Atlanta stationers' trophy, went to W. G. Youse, with a score of 143 and a handicap of 25.

John L. Aldredge, who managed the golf events with such signal success.

The first prize, the S. S. Stafford trophy, for the play against bogey, went to R. P. Nichols, who, with a handicap of 16, was 8 up on bogey. The second prize, the Wilson-Jones trophy, went to W. W. Galbreath, who, with a handicap of 14, was 5 up on bogey. The third prize, Atlanta stationers' trophy, went to E. L. Stevenson, whose highest score put him 11 down with a handicap of 94. The L. E. Waterman trophy, for the low net score of 18 holes either day went to F. S. Cooper, with a net of 73. The second, the Globe-Wernicke trophy, went to W. H. Foster, with a net of 73. The low gross score of 18 holes either day was won by J. R. Arringtown, with a net of 88, who was given the Technical Supply trophy.

The course of the Capital City Country Club stretches over hills and ravines and is one of the most interesting and attractive courses in the South. The clubhouse is architecturally pleasing and splendid in appointment. It is situated on the top of one of the small hills. At the foot of the gentle slope which is dotted with shrubbery and small trees is a miniature lake fringed with a growth of vines and bushes, making a charming spot in the landscape. In October the trees and shrubbery glow with autumnal colors. The course is well wooded in the proper places while spotted along the edges of the fairways are occasional groups of pine trimmed high, which add to the picturesqueness of the scene.

On the course are but two artificial hazards; nature has, however, provided ample difficulty in the way of brooks, marsh, woods, water, miniature Mount Shastas, miniature Big Basins and miniature Grand Canyons of the Colorado.

* * *

The first fairway stretches off

A group about to leave for the city after a morning's round at golf—"Bill" Younts, R. B. Wilson, Fred. Butenschoen, Frank C. Morse, C. R. Fargo.—Center picture, a colored caddie.—In the right-hand picture readers will recognize Charley Stromberg, Sidney Collins, Chas. R. Fargo and Harold Struble.

from the clubhouse and slopes well to either side. There is a fine turf of Bermuda grass which helps the ball to stick if it be properly landed. Failure to drop well toward the center is penalized by a roll down the slope under the trees and in a confusion of underbrush.

Just back of the first green is a sharp drop of some twenty or thirty feet, making a cautious approach very desirable.

The tee for the second is alongside the green of the first. The distance is short with a drop of thirty or forty feet to a green protected by woods on one side and by a brook which follows a serpentine course on two others.

The drive for the third green is out of a corner of the woods and across the brook. Once across the approach is easy, but woe be to him who tops or pulls the drive.

The fourth and fifth holes are over small ravines with good fairways, the fifth green being located in a clump of trees.

The sixth is short, over a bit of marsh not visible from the tee, but hidden at the base of a sharp incline.

Some of the trophies of the convention tournament displayed during the week in the window of the Lester Book & Stationery Company, Atlanta.

The seventh is one of the most interesting holes of the upper nine. A "Chick Evans'" drive, or a novice drive and a mashie works the ball up to the edge of a ledge from which there is a drop of forty or fifty feet, at the base of which is a brook and a marsh, to cross which the player descends a long stairway and passes over a foot bridge. A true shot from the top of the ledge puts the ball well toward the green which crowns the opposite hill. Back of this green is a miniature Grand Canyon of the Colorado. For those who overplay the green the hire of a mule is recommended to facilitate the pursuit down the trail.

The drive for the eighth green is across a corner of the lake, a mental hazard which adds to the prosperity of the manufacturers of golf balls.

The play of the ninth is across the brook and up a gently ascending slope toward the clubhouse. Before the green is reached there is a considerable distance over a fairway and through the woods. The green is snugly placed in the last ravine with trees at short distance on either side.

While the hazards of the second nine seem less formidable there are ample difficulties to increase the score. There is a little more gentleness to the hills, fewer curves to the brooks and less ruggedness to the ravines, but the location of greens, the general topography and some half concealed nature traps pile up the count of the man who doesn't "keep them on."

The disappointments of those players who fell from Mount Shasta, dropped into Lake Louise, discovered themselves on the slopes of Lookout Mountain or found

Al. Williams makes a getaway.—Ike Upham, under the white hat, and Evan Johnson watching Reed's long drive.—"Uncle" John Aldredge in knickerbockers and H. C. Yeiser in flannels.—J. E. Blaine, Jr.

Fred Butenschoen almost holes a long putt.

Across the brook, up the hill and toward the woods.

themselves under the necessity of descending into the Grand Canyon of the Colorado, were all forgotten when the cards were turned in. The atmosphere of hospitality at the clubhouse, the cordiality of the local players and some of their friends, the good humor in the locker room, and the splendid hour at the dinner table were ample compensation for blasted hopes.

If Mr. Aldredge or Mr. Reed or any of the others who had the golf tournament in hand visits the cities of the players who participated in the Atlanta tournament they will find a more practical expression of the players' appreciation.

GOLF GAME SCORES.

	First Day. Medal Play. Handi-				Second Day. Against Bogey. Handi-			
	Gross.	cap.	Net.	Up.	Gross.	cap.	Net.	Down.
S. E. Collins	108	24	84	..	124	24	100	6
C. J. Stromberg	...	..	...	..	114	26	88	6
E. L. Stevenson	...	..	...	..	118	24	94	11
G. E. Hamlin	105	24	81	..	110	24	86	5
P. F. Webster	98	24	74	..	...	..	...	..
F. S. Cooper	97	24	73	..	108	24	84	4
C. H. Howell	97	24	73	..	104	24	80	1
H. W. Hamblen	100	18	82	..	113	18	95	10
C. K. Wadham	110	24	86	..	116	24	92	10
M. D. Southworth	100	22	78	2	100	22	78	..
E. Southworth	124	24	100	..	129	24	105	8
O. L. Jernigan	94	24	70	..	103	24	79	6
J. O. Upham	103	18	85	..	109	18	91	1
Evan Johnson	116	18	98	..	113	18	95	8
F. M. Ryan	102	24	78	..	111	24	87	3
R. L. Reed	81	11	70	..	...	..	...	..
D. M. Weston	89	16	83	4	91	16	75	..
R. P. Nichols	108	16	92	8	88	16	72	..
F. L. Severance	105	25	80	..	113	25	88	3
J. F. McDonald	108	25	83	..	105	25	80	..
J. E. Blaine, Jr.	122	24	98	..	110	24	86	1
W. G. Youse	143	25	118	..	...	..	...	..
R. B. Wilson	114	22	92	..	108	22	86	1
C. A. H. Thom	108	24	84	..	...	..	...	..
C. R. Fargo	119	24	95	..	107	24	83	..
F. W. Main	134	26	108	..	...	..	...	..
A. P. Jackson	113	26	87	2	105	26	79	..
F. P. Seymour	118	27	91	..	...	..	...	..
F. H. Whitlock	111	27	84	..	124	27	98	7
C. L. Mitchell	123	30	93	..	...	..	...	..
A. W. Williams	104	24	80	..	108	24	84	3
M. E. Carlton	134	25	109	..	...	..	...	..
John Aldredge	99	24	75	4	101	24	77	..
E. Faber	99	15	84	..	97	15	82	3
Frank Towne	120	24	96	..	...	..	...	..
Harold Struble	107	26	81	2	104	26	88	..
J. R. Brundage	125	30	95	..	...	..	...	..
W. H. Foster	96	20	76	2	93	20	73	..
W. W. Galbreath	91	14	77	5	89	14	75	..
C. B. Goes	113	30	83	1	107	30	77	..
C. A. Stephens	110	30	80	1	112	30	82	..
F. H. Butenschoen	113	24	89	..	107	24	83	4
J. R. Armington	92	12	80	3	88	12	76	..
W. G. Whittemore	...	22	...	..	...	..	...	..
M. J. Lombardt	...	30	...	..	...	..	...	..
W. J. Youmans	...	24	...	..	112	24	88	4
H. C. Yeiser	...	20	...	..	126	20	106	9
T. M. McClellan	...	..	...	..	104	20	84	1

Philadelphia Group. Top row, left to right—Messrs. Burgoyne, Stringer, Bernheiser, Underwood, Welsh, Prizer, Hawkes, Sharp, Hodge. Second row, left to right—Mrs. Bernheiser, Mrs. Burgoyne, Miss Bernheiser, Mrs. Prizer, Mrs. Hawkes, Mrs. Welsh, Miss Hawkes, Mrs. Dunn, Mr. Dunn.

PRESIDENT'S ANNUAL REPORT

To the Members of the National Association of Stationers & Manufacturers:

Gentlemen:

In the twelve years of its existence this Association has made remarkable progress. Dealers and manufacturers have been brought into closer and more sympathetic relations; general conditions in the trade have been greatly improved; many bad practices and petty jealousies have been eliminated while our national Catalogue Commission has performed a work of which we may all feel proud.

Yet with all this wonderful work I have felt for some time that we have reached a point when the activities of the Association must be largely increased and more constructive work planned for the future.

We should strive continually to do things that will make the Association more helpful and interesting to all classes in our membership and particularly to the small retailer, then it will certainly be more attractive to the many whose names do not appear on our membership roll.

If we attain the ultimate success for which we are all striving we must attempt still larger things; new ideas must be introduced that will hold the interest of the members and make this a more active Association throughout the entire twelve months of the year.

As your presiding officer during the year that is just drawing to a close this thought has been uppermost in my mind in making plans for the year's work.

After each annual meeting the first important work for the president is the appointing of the Permanent and Standing Committees. This year at the suggestion of our secretary a number of new committees were added to the list and are known as the Manufacturers' Conference Committees.

They were appointed in accordance with the following resolution which was adopted at the meeting in San Francisco:

Be it resolved, That the President be and hereby is authorized to appoint committees of manufacturers (to be divided into various groups), each committee to comprise all of the manufacturers of one class of goods, in our membership. The purpose of these committees as outlined by our Secretary would be to afford a simple and satisfactory method of crystalizing the views of all the manufacturers of a given line, in conference, or otherwise; thus if a problem should arise concerning the marketing of blank books, the Manufacturers' Committee could assemble in conference at the call of the President and meet with the dealers who might desire to submit pertinent subjects for discussion.

Six of these committees were appointed covering the following lines: Blank Books, Loose Leaf Devices, Files and Office Furniture, Pens and Pencils, Inks and Mucilage and Drawing and Artists' Materials.

The balance of the committees that will include the manufacturers in every class of goods in our membership, as was intended in the resolution, will probably be appointed the coming year.

I believe the creation of these new committees is one of the most important steps the Association has made and I can not help but think they will be the means of developing a more constructive policy of co-operation between the manufacturers and dealers.

Irrespective as to whether these committees had been called together during the year, an invitation was extended to each group, offering meeting rooms at Atlanta prior to the opening of the regular sessions should the members desire to avail themselves of the opportunity to meet informally.

In appointing the regular committees I have endeavored to follow the same policy established in previous years and I believe when you hear the reports you will approve the selections.

Personally I want to take this opportunity to thank each member of the various committees for the willingness with which they accepted the appointments and for the earnest work during the year. With one hundred and sixty-seven appointments to make you can readily understand why a prompt acceptance is appreciated.

On account of a slight increase in our membership we were allowed five delegates to the Chamber of Commerce of the U. S. A. instead of four as in the previous year. I have been extremely interested in the work of the Chamber of Commerce and know you will enjoy the full report of its meetings by our National Councilor, Mr. Fletcher B. Gibbs. The delegates from this Association were Messrs. Fletcher B. Gibbs, Frank W. Bailey, George M. Courts, Charles A. Lent, and Frank D. Waterman.

It is not always an easy task to find the right man for the right place but when Mr. Robert D. Patterson consented to again accept the Chairmanship of the National Catalogue Commission, I felt we had the right man in the right place and the Association is to be congratulated that we have such self-sacrificing men in our membership.

You are all familiar with the fluctuating and unsettled condition of the markets the past year and it was on this account that the publishing of the regular bulletins by the Catalogue Commission were temporarily abandoned. This opened the way for the establishing of an Information Bureau, another very important step in the work of the Association.

Soon after our return from that delightful trip to California this office was opened in the City of St. Louis, at 411 Olive Street, and Mr. W. D. Pittman was selected as Secretary of the Catalogue Commission and Manager of the Information Bureau.

Having given considerable attention to this office, I may be over enthusiastic as to its future and the real benefit it will be to every one of our members, dealers, manufacturers and jobbers. The possibilities seem to me to be almost unlimited and I believe you will realize this as you become better acquainted with the plan outlined.

The collection of the information and the systematizing of this office has required so much time that the year has rolled 'round before many of the plans could be put in operation.

The Bureau is under the direct supervision of the Catalogue Commission and is for the free use of the members of the Association. Besides answering questions coming within its scope, giving the names and addresses of manufacturers of any item in the stationers' stock it is the intention to publish a regular monthly bulletin containing a list of the new goods brought out each month by manufacturers who are members of the Association, giving the name and a short description of the article, recommended selling price and name and address of the manufacturer.

These bulletins will also contain lists of items that have been discontinued and much other information of interest to the members. From this office we also expect to publish a Buyers' Guide arranged alphabetically by subjects with the names and addresses of the manufacturers under each item.

The suggestion of regular monthly bulletins leads up to another feature which I think well worth considering. It is the entering of such a publication under the second-class mail privilege. This can be done where a regular subscription price is charged, say twenty-five cents per year.

In addition to the items enumerated, all notices, announcements and other subjects of general interest to the members could be circulated through such a publication.

The paper could be issued from the Information Bureau and material collected by the Manager of the Bureau.

I would recommend that the Catalogue Commission or a special committee be appointed to investigate the feasibility of such a publication along the lines suggested, and to be free from advertising. That a statement of the cost be presented to the Executive Committee, with power to act if the plan is approved, and providing the expenditure can be met from our income.

This in general is an outline of the work of the Bureau and a detailed account of the year's work will be given in the report of the Chairman of the Catalogue Commission.

An invitation was received from the National Foreign Trade Council, inviting this Association to send delegates to the Convention, which was held in the City of New Orleans, January 27th to 29th.

The delegates appointed were Messrs. J. Ogden Pierson and Mark J. Trazivuk. The report of the meeting will be read later.

It was my pleasure to visit the members in the following cities: St. Louis, Chicago, New York, Buffalo, Boston, Framingham, Lynn, Detroit, Cleveland, Cincinnati, Atlanta, Birmingham, and New Orleans, receiving the most cordial welcome in each city. Lack of time only prevented my making other trips that were on the schedule. Twenty-nine new members were added on these trips and I believe much good is accomplished from such visits and suggest that the President continue to cover as much territory as his time and expense will permit.

The Chairman of the Buget Committee was the subject of considerable criticism when the report of this Committee, calling for an appropriation of $9,550, was read and approved at the last meeting, as the income in sight at that time was approximately only $8,000. As our income is from annual dues, with this shortage staring us in the face, the situation was not all that could be desired. This meant we must secure applications from some two hundred new members if we kept our

Treasurer in position to meet the expenditures suggested in our budget. Having accomplished this task, I feel justified under the circumstances, in telling the Chairman of the Budget Committee that his vision was not too broad.

Now I want to say a few words about this splendid increase in membership. For several years we have been anxiously waiting to hear our Secretary announce that the dues of one thousand members had been received during the year. It is very gratifying to me and I know it must be to every member of the Association to know that this much coveted number has finally been reached and I hope it is now a matter of history, as a much better looking number seems not far ahead.

Early in the year, after considerable thought, a campaign for new members was started under possibly a little better organized plan. Instead of sending broadcast to our members a request urging them to get new members, our plan followed that used by many of the progressive business houses in getting after new accounts. The territory is carefully checked in the office and a list of all the desirable prospects in the various districts is made and then on the next trip of the representative he is given specific duty to perform, as he must make a report on the possibility of each name given him and then continue the visits as long as there is a possibility of landing the prospect.

So in our campaign a list of more than two thousand names were prepared covering all sections of the country and from five to ten names were sent to each member with the request that he extend a personal invitation to each name on the list and if a reply was not received within a reasonable time, to follow the invitation with a second and third letter. Then realizing that it is a difficult problem to get busy men to concentrate on matters of this kind, the task was made as easy as possible by our enclosing copies of seventeen suggested letters, each one giving reasons why a Retail Stationer should join the National Association of Stationers and Manufacturers. As a result of this campaign the Association has received wonderful publicity besides the large number of new members added to the roll.

Its success was not the work of an individual but because of the hearty co-operation of so large a percentage of our membership. One of our new members, Mr. P. A. Kempt, of the Ireland & Mathews Mfg. Co., Detroit, when he received a copy of the April issue of "Who's Who," checked the entire list and found 115 of their customers not members of the Association and sent each one a personal invitation to join. The work of Mr. Kempt is commendable and is brought to your attention hoping that others may do likewise.

W. D. Bevin, First Vice-President.

About one hundred and fifty of the members entered into the spirit of this campaign and many have continued the work all through the summer.

Time will not permit me to mention the names of all who have rendered such valuable assistance, but I want to publicly thank the members who took an active part in this work and to let them know how much I appreciate their co-operation.

By following a revision of this same plan I believe equally good results could be obtained another year and I strongly recommend it to the new officers.

For some months we have been planning an educational exhibit for this meeting and we have collected sample blanks and forms from our members in all parts of the country which you will find in the room provided for that purpose.

Blanks for purchasing, charging, order taking, inventory, estimating, billing, salesmen, accounting, cost keeping, factory blanks, in fact blanks used in every part of the business.

I consider it a real privilege to be able to see this collection and I am confident you will find some very valuable suggestions.

It is the intention to place this collection in charge of our Information Bureau where additions can be made from year to year.

I hope everyone present will take advantage of the opportunity to see the start we have made in the few months' work.

You will hear more about this exhibit in the talk by Mr. W. J. Pittman.

After a careful study of the many ideas illustrated by the blanks in this collection I am hoping that a simple but thoroughly practical system can be approved covering the needs of the smaller business with the additional blanks covering the numerous departments in the larger business. This suggestion is not made with the idea of urging a uniform system throughout our stores but to put our Information Bureau in position to offer approved systems to any of the members of this Association who may be interested.

Another very important feature we have been trying to make prominent at this meeting is the study of store interiors and display of goods.

Fifty dollars has been offered as a prize for the best plan of a double store, the same amount for the best plan of a single store and twenty-five dollars for the best plan of a display fixture. It was hoped by offering these prizes the Association could secure some plans of real merit and blue prints made from them could be offered through the Information Bureau to any of our members, at a nominal cost, when considering remodeling or building.

When the prizes have been awarded the plans will be put on exhibition.

There is one branch of the business hat has grown to very large proportions in many of the stores and I do not think it has been receiving the attention it deserves. It is the Engraving and Greeting Card Department. The Engraving Department has been receiving some attention through the Paper and Envelopes Committee but I believe it is large enough to stand alone. I would therefore recommend that a new Permanent Committee be added to be known as the Engraving Greeting Card and Art Publication Committee.

The hand of Providence has removed from our midst three valued members during the year. Mr. Henry C. Bainbridge, an active worker and one of the Charter Members. He was elected 1st Vice-President at Chicago in 1904. Messrs. H. G. Kiggins and Chas. R. F. Swartz, while not taking such an active part in the work of the Association, were other valued members. Proper mention will be made by the Committee on Necrology.

I could not close this report without publicly expressing my appreciation of the loyalty of the officers of this Association. Gentlemen, we've been like one happy family.

Some have been called upon many times during the year, Mr. Edward E. Huber and Mr. Charles A. Lent, and to these gentlemen I want to express my appreciation for the assistance they have been to me.

Whenever I have been in trouble and confronted with some rather hard problems there was one man to whom I could always turn for relief. It was to Mr. Mortimer W. Byers, our Secretary, with whom I have been in almost daily correspondence. His guiding hand has helped me over many of the rough places and I shall always cherish the pleasant association with him during the past year.

The Trade Papers, too, have been very willing to co-operate in every way and have been a real benefit in the progress of our work and deserve the thanks of the Association.

The Atlanta boys have been working hard to make this meeting a success and have prepared an elaborate program for your entertainment. The officers and committees of the local Association deserve great credit for their work.

I deeply appreciate the honor conferred on me at the last meeting and have tried to the best of my ability to guide the affairs along successful lines. If I have, in a small measure, been instrumental in helping to make this a "Bigger, Better, Busier Association," I shall feel more than repaid for the effort put forth.

CHAS. N. BELLMAN.

* * *

The report of President Bellman was intently followed by his auditors throughout its presentation, and at its conclusion it was received with a burst of hearty applause. The report contained many things of vital importance to the association, and its suggestions for the future were of a solid and practical character. On motion, duly seconded, this report was ordered to be received and placed on file, and its suggestions as to action by the association were directed to be referred to the Committee on Resolutions to be put in the usual form in order that the Convention might take appropriate action thereon.

REPORT OF THE SECRETARY

The Association year, which is now all but closed, has perhaps registered the greatest number of achievements to be found in any similar period, during the history of the organization.

These achievements are primarily to be credited to the energy and conscientious devotion to duty of your president, Mr. Charles N. Bellman. There is nothing hazarded in the statement, however, that he would be the last to deny that the work of his several predecessors in building up the Association, alone make it possible for his administration to accomplish the number of things that it has, and to make a substantial beginning along other lines, which will in the course of time, prove to be of the utmost benefit to the Association.

The increase in our membership has been given such wide publicity as to require no comment in this report. When the annual meeting in San Francisco was held, the membership of 830 was reported. The present figures are 1,025, and of this total, 13 members have so recently joined, that the payment of their dues is credited to income account for the year 1917.

The system employed in bringing about this happy result has been explained in some detail to you by President Bellman, and its continued operation may be confidently expected to bring about a steadily maintained and symmetrical growth of the organization.

It is a pleasure to record the results of the personal efforts which have been made in this connection, and to give the names of those who have assumed the personal responsibility of extending our organization.

Mortimer W. Byers, Secretary.

Mr. Archibald, 1 member; Atlanta Association, 12 members; C. N. Bellman, 75 members; F. W. Bailey, 2 members; E. I. Baer, 2 members; Blade Printing & Paper Co., 1 member; Mr. Bement, 1 member; Mr. Burgoyne, 6 members; Mr. Carter, 4 members; C. C. Cope, Jr., 1 member; Clarke & Courts, 5 members; Mr. Crandall, 1 member; Mr. Cunningham, 2 members; Columbus Blank Book Co., 1 member; Mr. Cushing, 1 member; Mr. Cooper, 1 member; H. S. Crocker Co., 1 member; Mr. Damon, 1 member; Mr. Davison, 2 members; Detroit Coin Wrapper Co., 1 member; Mr. Eaton, 1 member; Mr. Erhard, 1 member; Mr. Falconer, 1 member; Fergus County Democrat, 1 member; Mr. Gardner, 1 member; Geyer's Stationer; 1 member; Mr. Harry W. Hambler, 1 member; L. B. Herr & Son, 1 member; Hilton, Hart & Garrett, 1 member; Mr. E. E. Huber, 8 members; Mr. Huff (H. K. Brewer Co.), 5 members; Mr. N. A. Hanau, 1 member; Mr. Evan Johnson, 5 members; Mr. Jaisohn, 2 members; Mr. Jonas, 1 member; Mr. Hine, 1 member; Mr. Kempt, 7 members; Mr. Hausam, 1 member; Mr. Koch, 1 member; Mr. Koerner, 1 member; Kimpton-Haupt Co., 1 member; Mr. Gibbs, 1 member; Mr. Hudson, 1 member; Mr. Laskowski, 1 member; Mr. Lockwood, 2 members; Mr. Logan, 3 members; Mr. Miller, 1 member; New York Association, 2 members; Mr. Horder, 1 member; Patrick & Co., 1 member; Mr. R. D. Patterson, 7 members; McManus-Troup Co., 1 member; Mr. Pelton, 1 member; Mr. Perry, 1 member; Mr. Pratt, 1 member; Mr. Pierson, 2 members; Philadelphia Association, 1 member; Richmond & Backus, 1 member; Mr. Redington, 2 members; Mr. H. W. Rogers, 1 member; Mr. E. H. Sell, 3 members; Southern California Association, 3 members; Mr. Stacy, 4 members; W. K. Stewart Co., 2 members; Mr. Towne, 3 members; Mr. Timberman, 1 member; Mr. Thom, 2 members; Walden's Stationer, 1 member; Mr. Wallace, 2 members; Mr. Wadham, 1 member; L. E. Waterman Co., 5 members; Mr. Wetmore, 2 members; Mr. A. W. Williams, 4 members; H. A. Whiteman & Co., 1 member.

In addition, a certain number of applications have come to the Secretary's office without any indication of the name of the member instrumental in promoting the same, and it is therefore impossible to give as much credit in this connection as could be wished.

The total number of new members has been more than sufficient to cover losses through resignation and delinquency, and still show that the goal of a 1,000 membership has been passed.

The work of the various committees has been fully up to the high standard maintained in the past, and it would be ungracious to single out any one for special commendation. Too much emphasis, however, can not be laid upon the fact that the underlying principle of this Association is making itself more manifest as time goes on, through just such work as our committeemen are doing. The only selfish thought they have to serve, is that of improving the conditions of the trade in which they are engaged, and of course this is no inconsiderable element of the situation, but the actual time devoted to the investigations entrusted to our committees, the tabulation of results, and the correspondence which is incidental thereto, entails upon each individual a very real sacrifice of energy, time and money.

A proper appreciation of the work of our committees, requires something more than a respectful listening to the reading of the reports, and a perfunctory discussion of them, followed by a motion to receive and file them as part of our records. The recommendations embodied in these reports will fail of every purpose, unless they are seriously regarded as challenging the careful attention of every member of the Association, and a conscientious effort to adopt and enforce them.

The work of an association of this size, can only be carried on effectively through small divisions of the membership, which are known as committees, and as the vitality and influence of the organization increases, so will the burden which is placed upon the officers and committees, and that in turn creates an obligation on the part of the membership at large, to render the most complete co-operation which is humanly possible.

A notable development in our committee work is registered in the report to be presented on behalf of the manufacturers' conference Committee, on Inks and Mucilage. The meeting of that committee, which was held last winter, demonstrated the efficacy of such a medium for crystallizing sentiment among manufacturers of kindred lines, upon subjects of common interest.

It may be that the other conference committees have not been called together, because there was no occasion therefor, and indeed it was not contemplated that these committees would meet regularly, or perhaps as often as once a year, but it was believed that when a situation arose, requiring investigation, and perhaps united action by the manufacturers of a given commodity, they should have an easy and simple method of getting together to discuss their problems.

As business conditions become more complex, the necessity for trade organizations, and the meeting of many minds engaged in common pursuits, and the interchange of ideas thus engendered, has become increasingly apparent.

The President of the United States, in a public address, delivered during the past few months, gave voice to this sentiment. The Honorable Edward N. Hurley, the Chairman of the Federal Trade Commission, has devoted a great deal of his time and talent to a discussion of the activities of such an organization as this, and his willingness to attend our convention and speak to us, is some evidence, at least of the position in the business world which this Association has attained.

Mr. Hurley has spoken repeatedly of the necessity for an intelligent system of cost finding if American manufacturers and merchants are to conduct their business on profitable lines. It is to be hoped that he will be able to examine the report of our Committee on Standardization to be presented at this convention on this particular subject, and it must be gratifying to the members of that Committee to know that their work is along the lines which are regarded in the official world as the most important of any in the field of trade organization.

The history of the past year is fraught with omens of the future. The conception of an organization to include in its membership manufacturers, jobbers and retailers of stationery products, was no chance achievement, nor was the organization brought into being, except as the result of careful research and reflection.

The men who signed our charter were of the firm opinion that the three branches of the trade could work better together than they could separately, and that greater progress could be made through an Association which should embrace these three divisions of the stationery industry, than would be otherwise possible.

This plan is based upon the theory that the opportunity of the dealers and jobbers begins where the work of the manu-

Group taken by Al. Williams of Eberhard Faber. Left to right —Mrs. Williams, Mr. Faber, Mr. Huber and Mrs. Huber.

Picture by the Atlanta Georgian, newspaper, showing Mrs. Ivan E. Allen pinning a badge on one of the delegates. In which the camera fails to do justice to the lady and flatters the gentleman.

facturer ends, and so far from there being a reason for antagonism between the manufacturing and selling branches of the business, there is every justification for a close co-ordination of energies; and the wisdom of this point of view has been abundantly demonstrated by the accomplishments of the past ten years, which in most instances have promoted the aims of both the manufacturer and the dealer.

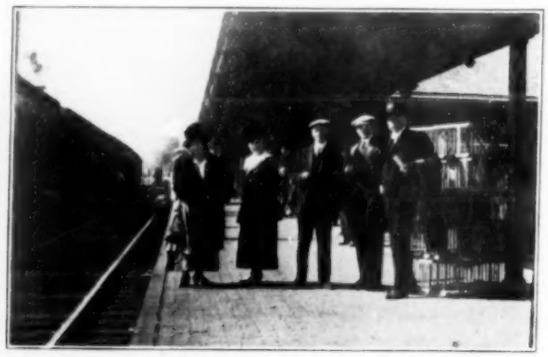
The experience thus far gained, points the way to further developments. Now that a common understanding may be said to have been established throughout the country, of the necessity for mutually helpful activities to the end that both branches of the industry may prosper together, and not one at the expense of the other—for the latter condition would speedily spell disaster for both—it becomes the duty of this Association to look forward to the introduction of more perfect methods for the interchange of ideas on the part of all branches of the trade, the co-ordination of mutual purposes and the accomplishment of mutual aims.

A step in this direction was taken last year in the appointment of the Manufacturers' Conference Committees, and a plan should be speedily developed whereby the problems which are peculiar to the manufacturers, and the questions which alone concern the jobbers, as well as the perplexities which peculiarly assail the dealers, should be investigated and discussed by those most familiar with them, and then presented for general consideration and disposition at the annual meetings of the Association, and perhaps at special meetings of the Board of Control called for that purpose.

It is betraying no confidence to say that in a general way, the subject of concentrating the possibilities of the Association upon concrete matters has been receiving special consideration within the past few months, and it is broadly comprehended that the general educational work of the Association has proceeded so far that we may now safely undertake to devote a part of our energies to the solution of specific problems, and in a measure this will make it possible to give to our progress certain definite dimensions which it has heretofore been impossible to indicate.

This brief survey of the general conditions of the Association as they are observed in the Secretary's office would be incomplete without an acknowledgment of profound gratitude to President Bellman for his willingness at all times to lend his aid and able counsel to the work of the Secretary, and to the splendid spirit of enthusiasm and good will which he has inspired in every one of his colleagues, and to the other officers and the Chairmen of the various committees of the Association, it is my privilege to extend the assurance of my warmest appreciation for their courtesy and forbearance throughout the past year.

Respectfully submitted,
MORTIMER W. BYERS, Secretary.



Group of New Yorkers photographed by Al. Williams. Mrs. Williams is the lady next to the lady on the left, while Samuel Ward of Boston occupies the extreme right.

NATIONAL CATALOGUE COMMISSION GIVES HISTORY OF WORK

The National Catalogue Commission present herewith their report for the year 1915-1916.

At the time our report for last year was prepared, it was the intention to complete the Bulletins left over from the previous year.

The Convention, however, instructed the Commission to open an Information Bureau for the free use of all members of the Association, to prepare a list of goods sold by stationers throughout the country, and to prepare the copy for a Buyer's Guide which was to be kept up-to-date, so that when the finances of the Association were in a condition to permit of its being published without advertisements it would be in condition to turn over to the printer with very little additional work.

They also authorized the employment of a Secretary for his whole time for the National Catalogue Commission.

The carrying out of these instructions and the innumerable violent and sudden changes in the price of goods, caused by the European situation, prevented the publishing of any Price Bulletins. This work, however, we hope to resume this year (provided of course the Convention approves the plans mapped out, and the necessary appropriation is made) as the market is now apparently in a more stable condition and prices should remain on the present level for a while at least.

Information Bureau.

In accordance with the instructions of the Convention and after a conference on the subject, with President Charles N. Bellman, who visited St. Louis for the purpose of looking over the situation, an office was rented in the Continental Bank Building, Room 301, No. 411 Olive Street, St. Louis. The employment of a Secretary, however, was not such an easy matter as all of the applicants wanted to be compensated on a basis that would have quickly depleted our appropriation. The requirements were such that we wanted a high-class man, who was not only able to attend to the work of the Commission and manage the Information Bureau, but who would also be able to present the claims of the Association to the Stationers throughout the country, if at any time it was thought expedient to solicit them in that way to become members.

We also wanted a business man who had had such experience in business affairs as would insure the collecting and filing of the catalogues and other pieces of descriptive literature in such a comprehensive way as to lay a broad and permanent foundation for the records of the office.

After consulting with President Bellman a proposition was made to Mr. W. D. Pittman, which he accepted, resigning from the position he then occupied. He was appointed Nov. 15th, 1915, as Secretary of the National Catalogue Commission and Manager of the Information Bureau. Our office was then rented and furnished, and the Department opened for business.

The first work was to secure from the Manufacturers copies of their catalogues, and index under different headings the various goods manufactured by them. Also to properly index their special trade-marks, trade names or special brands.

It was realized very early that the experience of others would be of great help, and as Mr. Evans Johnson had run a very successful Information Bureau in connection with Office Appliances, a conference was arranged with him in Chicago for December 8th and 9th, to go over his system. This conference was attended by President Bellman, Mr. Pittman, and Mr. Patterson.

In addition to going into the matter with us very thoroughly, and giving us copies of the forms in use in his office, Mr. Johnson also arranged to furnish a copy of his records, which we have found of great assistance.

On the evening of December 9th we had the pleasure of attending the Annual Meeting and Dinner of the Chicago Stationers' Association, at which time we laid before them an outline of what we hoped to accomplish during the year.

Immediately after the Chicago conference, our efforts were redoubled and the collection of catalogs and other descriptive literature was prosecuted with vigor, with the result that we now have on file over 1,600 pieces of literature.

This work will of course go on all the time, and the fund of information on file will constantly increase and will eventually become of incalculable value to the members of this Association.

We especially request all Manufacturers to put the Information Bureau on their mailing lists, so that we will receive promptly copies of all advertising matter, catalogues and circulars sent out.

As the catalogues were received they were filed and numbered, and, together with letters and other sheets, were each put in a folder so as to keep everything together.

After filing and numbering, a suitable index was made for quick reference, so that any catalogue can be located in an instant.

We also call your particular attention to the original system of card indexing the various items, which was devised by Mr. Pittman (a sample drawer of which is on exhibition in this hotel) that is capable of any expansion necessary to cover the growth of the office. This system is open to members of the Association to copy and samples of the cards may be had for the asking.

As time permitted, each catalogue or other piece of descriptive literature was carefully examined, and each and every article was indexed, under its heading; so that now all the more than sixteen hundred pieces of literature, running from one to several hundred pages each, have been carefully examined—every page, and indexed under appropriate headings, so that it is possible, by a quick reference, to know where to find the manufacturer or manufacturers of any article upon which information is desired.

To illustrate: The card bearing the title "Rubber Erasers" will show all the manufacturers of Rubber Erasers, giving the copyrighted or trade names of the Erasers, and for further information, one would only have to refer to the catalogue, the file number of which appears first on the card.

A cross index of copyrighted and trade names is now being prepared, so that a quicker reference can eventually be made, but there has been so much work for one person this cross reference has not been entirely completed.

While we have gotten in and filed hundreds of catalogues and circulars, there are many more to come.

It has required much effort to secure what we have, not more than one-fourth of those communicated with having responded to our many requests for their catalogues—but as you know there have been reasons or excuses for such delay on the part of the manufacturers, as materials were scarce or impossible to get, and prices advancing so rapidly that a manufacturer hardly knew where he was, and many of them would have responded with their catalogues if condition had been normal.

It is our intention to press on to the point of getting all the catalogues we ought to have, and while we probably have the principal or more important ones, yet we want the OBSCURE ones as well—because many inquiries are about goods manufactured by houses not well known, and we desire to have, eventually, every catalogue or folder, or other piece of descriptive literature, issued by manufacturers of goods handled by stationers.

Considering how incomplete our records are, we have had remarkably good luck in being able to answer nearly every inquiry, and when we have not had the information in our files, we have made inquiry of our friends, or consulted other records that were available—and in nearly every instance we have given the inquirer the desired information in a short time. Of course, we hope soon to see our records complete, or nearly so, and then we can answer all inquiries the same day we receive the request for the information, but this will take another year, and much more work.

If the manufacturer of any item asked about was a member of the Association, we have made it a practice to send him the name of the dealer interested and the item inquired for.

In the meantime, our members are invited to make the greatest use possible of the Bureau—and we will serve you to the best of our ability. You are also requested to send us (uninvited) such information as you may have or come across, that you think would be of interest to the other members. This Bureau is YOURS—and let us fill it up with valuable information, to disseminate to our members.

In addition to the foregoing, we have also prepared the copy for a Buyers' Guide, which it is our intention to publish for our members as soon as conditions warrant it. This Guide to be without advertisements of any kind.

Bulletins.

For the reasons given above no price bulletins were published this year. We hope, however, to resume this service in the near future. We have published during the year three Monthly Bulletins giving information concerning the Association, also new and discontinued goods, etc. This Monthly Bulletin we would like to make a regular publication, and it would be of great interest and value to our members. If it is issued regularly, say on the first of each month, and put in the form of a paper with a regular paid subscription list, it could be sent out

as second-class matter, thereby effecting quite a saving in postage.

Loose Leaf Covers for Bulletins.

During the year, we sent out to new members the last of the covers for our Bulletins of Suggested Prices, which were donated by Boorum & Pease Loose Leaf Book Company. Upon being asked for a further donation of thirty covers to finish the year, they very promptly complied with the request, and sent them with their compliments.

We feel that a vote of thanks from the Association is due this firm for their continued generosity. As we are now entirely out of covers, this item will have to be considered in making the new appropriation.

Inventory.

The equipment of our Information Bureau office consists of:

1 Roll Top Desk.
1 Typewriter Desk.
2 Desk Chairs.
2 Side Chairs.
2 Steel Filing Cabinets of three sections each.
1 Underwood Typewriter.
1 Rug.

Also card index cards and the small conveniences usually found in an office.

A complete detailed inventory has been filed with our secretary, Mr. Mortimer W. Byers.

Last year there was an unexpended balance of $303.58 to the credit of the National Catalogue Commission. At my request President Bellman authorized its use in fitting up the office of the Information Bureau.

If any further authority for the above action is necessary we would be glad to have this Convention pass the necessary resolution.

Insurance.

Our office equipment has been insured for $1,000. The policy being filed with Mr. Byers.

The other activities of the Commission have also been maintained, and in response to numerous letters from dealers and Associations throughout the country calling attention to the

Robert D. Patterson, Chairman, National Catalogue Commission.

the fact that the present discounts allowed by the Manufacturers of Lead Pencils were not sufficient to allow dealers to make a reasonable profit, owing to the continued increased cost of conducting a retail stationery business, the Chairman laid the situation before the various manufacturers. We record with pleasure that the views of Eberhard Faber coincided with ours and he has issued a new list with increased discounts.

The matter will be again called to the attention of the other manufacturers, and we hope they will investigate the situation thoroughly, for if they do we feel they can but take a similar step.

Recommendations.

In order to carry out the plans which we have outlined above we recommend:

First.—That the Information Bureau be continued.

Second.—That the Chairman be required to file an inventory of our office equipment each year with our General Secretary.

Third.—That the insurance on office equipment and records be renewed at the time of expiration and increased from time to time as the value increases.

Fourth.—That an appropriation of $5,000 be made for the use of the National Catalogue Commission for the year 1916-1917, $4,000 of the above amount to be appropriated in the usual way, the other $1,000 not to be expended unless the Executive Committee feel that the finances of the Association will permit same being used, and authorize its expenditure.

In conclusion, I wish to thank our President, Mr. Charles N. Bellman, for his support and assistance during the past year, and also the members of the National Catalogue Commission, for all they have done to help in the work, and particularly those members of the Association not on my Committee, who have taken much of their time, and given us of their knowledge in an effort to expedite our work and enabling us to answer all inquiries promptly.

ROBT. D. PATTERSON,
Chairman, National Catalogue Commission.

TREASURER AND AUDITOR MAKE REPORTS

Herewith submitted report covering receipts and disbursements for the thirteen months ending October 5, 1916:

Receipts.

Balance on hand September 17, 1915		$ 3,128.77
From 1913 Dues	$ 10.00	
From 1914 Dues	10.00	
From 1915 Dues	80.00	
From 1916 Dues	10,100.00	
From 1917 Dues	100.00	
Sundry Receipts	8.82	
Interest on Bank Balance	60.77	
Total Receipts		10,369.59
		$13,498.36

Disbursements.

Secretary's Salary	$ 2,708.35	
Secretary's Expenses	541.65	
Year Book and Delivery	543.33	
"Who's Who" April Issue and Sundry Printing	454.88	
National Catalogue Commission	3,081.98	
Traveling	1,479.80	
Printing and Postage	1,217.05	
Sundries Account	129.71	
Chamber of Commerce of U. S. A. Dues for year ending September 19, 1916	50.00	
Total Disbursements		$10,206.75
Balance on hand October 5, 1916		3,291.61
		$13,498.36

Comparative Statement of Receipts and Disbursements for Past Years as Follows.

		Receipts.	Expenses.	Balance.
	1st year	$ 782.00	$ 523.71	$ 248.09
	2nd year	1,777.72	649.56	528.16
	3rd year	1,104.23	1,385.15	249.24
	4th year	2,295.32	1,066.59	1,477.97
	5th year	3,343.22	2,447.94	2,373.25
(a)	6th year	6,115.92	6,209.45	2,279.72
	7th year	5,857.49	5,741.41	2,395.80
(b)	8th year	7,452.23	6,574.50	3,273.53
(c)	9th year	7,143.49	8,125.05	2,791.97
	10th year	9,066.54	10,129.06	1,729.45
(d)	11th year	8,497.87	7,548.55	3,128.77
(e)	12th year	10,369.59	10,206.75	3,291.61

(a) 15 mos., (b) 10 mos., (c) 14 mos., (d) 11 mos., (e) 13 mos.

Respectfully submitted,
HARRY A. PRIZER, Treasurer.

AUDITOR'S REPORT.

To the Twelfth Annual Convention:

The undersigned reports as follows:

I have examined the record of the Secretary and of the Treasurer, and find:

Cash balance on hand at date of cash audit	$ 3,128.77
Receipts from all sources to October 5, 1916	10,369.59
	$13,498.36
Disbursements from September 17, 1915, to October 4, 1916, inclusive	10,206.75
Balance on hand October 5, 1916	$ 3,291.61

The above agrees with the Treasurer's statement.

Respectfully submitted,
H. W. ROGERS, Auditor.

NATIONAL COUNCILLOR TELLS OF WORK OF U. S. CHAMBER OF COMMERCE

I submit herewith my report as Councillor representing this Association in the Chamber of Commerce of the U. S. A.

The Chamber of Commerce of the United States of America is an organization of organizations.

Its membership includes more than 700 Chambers of Commerce and Boards of Trade located in nearly every state and territory in the United States, the Insular Possessions and in those cities abroad where American business interests are organized. Its membership also includes a large number of trade associations—state, interstate and national.

Through these organizations, it serves as the mouthpiece for nearly half a million firms and corporations engaged in the business industries of the nation.

Its mission, as stated by President R. G. Rhett, "is to arouse the business men of the country to a realization of the necessity for co-operation—for the protection and promotion of their interests; and to point out how it is practicable to obtain this co-operation in a manner that appeals to the highest ideals and is founded upon the best principles of American citizenship."

The Fourth Annual Meeting, held in Washington, D. C., during the week beginning February 7th, 1916, was the largest and most successful in the Chamber's history.

Three hundred and fifty-three organizations were represented by 991 Councillors and delegates; and the attendance of individual members and guests swelled the registration to over 1,200.

The scope of the Chamber's work is clearly reflected by the subjects which received attention in Committee reports or upon which addresses were delivered at this meeting:

National Defense.
Permanent Tariff Commission.
Merchant Marine.
Labor Exchanges.
International Commercial Arbitration.
Department of Commerce.
Federal Trade Commission.
Immigration.
National Budget.
Vocational Education.
Foreign Relations.
Statistics and Standards.
Commercial Relations Between the United States and China.
Our Banking System in Relation to Foreign Trade.
Economic Results of the War.
The Railroad Situation.
The Maintenance of Resale Prices.

The speakers included the President of the United States, several members of the Cabinet, a United States Senator, the Chinese Ambassador, the president of one of our largest railroad systems, the president of one of our leading colleges, and men of note and business prominence from all parts of the United States.

The National Association of Stationers and Manufacturers was represented at this meeting by a delegation consisting of the following members:

Ex-President Geo. M. Courts, of Clark & Courts, Galveston, Texas.

Ex-President Chas. A. Lent, of Brown, Lent & Pett, New York, N. Y.

Frank D. Waterman, President and Treasurer, L. E. Waterman Co., New York, N. Y.

H. W. Rogers, Vice-President, Wilbur & Hastings, New York, N. Y.

Fletcher B. Gibbs, of Shea, Smith & Co., Chicago, Illinois.

The members of our delegation were present during every session of this notable meeting.

Each day's program presented questions of national importance whose discussion by speakers picked from the ranks of our ablest men were listened to with the most absorbing interest.

It was, however, in the report of the Committee on the Maintenance of Resale Prices that the delegation felt the deepest concern.

Many of our members will recall that President Robt. D. Patterson in his annual report delivered at the 1913 Convention, held in Springfield, Mass., devoted a large amount of space to a discussion of this question.

He recommended that an effort be made through the Association's national Councillor to interest the co-operation of the Chamber of Commerce of the U. S. A., with the view (a) to educate the business public in regard to the economic advantages of such a policy; (b) to enlist public sentiment in favor of legislation having this reform in view; and (c) to bring the question to the attention of Congress backed by the prestige of the Chamber's endorsement.

President Patterson's recommendation was made the subject of a set of resolutions reported to the convention by the Resolution Committee and unanimously adopted.

In the interim between the Springfield Convention and the annual meeting of the Chamber of Commerce of the U. S. A., held in the following February (1914) a copy of these resolutions was mailed by Secretary Byers to each trade organization in the membership of the Chamber, with the result that the National Trade organizations held a caucus during the 1914 annual meeting of the Chamber of Commerce of the U. S. A., and voted unanimously to support the movement.

A committee of six was chosen and instructed to present the matter in proper form to the Chamber.

This committee was made up of the following interests:

National Leather and Shoe Finders' Association, represented by F. W. Whitcher.

National Wholesale Jewelers' Association, represted by F. G. Thearle.

National Shoe Wholesalers' Association, represented by S. W. Campbell.

Wholesale Saddlery Association of the United States, represented by R. K. Askew.

National Pipe and Supply Association, represented by G. D. McIlvaine.

National Association of Stationers and Manufacturers, represented by Fletcher B. Gibbs.

The resolution, prepared by this Committee, was reported favorably by the Resolutions Committee and adopted by the Chamber. It read as follows:

WHEREAS, fixing and maintaining of resale prices on articles sold under trade-marks and other means of identification, which embody the good will of the producer, is a matter of vital importance to the public and to the whole business community, which should be carefully investigated from the standpoint of producer, dealer and the public; now be it

RESOLVED, that a separate committee be appointed by the president of the Chamber of Commerce of the United States of America to investigate the subject in its economic, public and business aspect, and report their conclusions.

In response to this action President John H. Fahey in the fall of 1914 appointed the following

Fletcher B. Gibbs, National Councillor, from a snapshot taken in 1913 at Springfield, Mass.

Special Committee on the Maintenance of Resale Price.

Mr. Paul T. Cherington, Graduate School of Business Administration, Harvard University, Cambridge, Mass., Chairman.

Mr. George M. Courts, President Clark & Courts, Galveston, Texas, and Ex-President National Association of Stationers and Manufacturers of the U. S. A.

Mr. Henry B. Joy, President Packard Motor Company, Detroit, Michigan.

Mr. F. W. Whitcher, President Frank W. Whitcher Company, Boston, Mass., and Ex-President of the New England Leather and Shoe Finders' Association.

Mr. Paul N. Nystrom, University of Minnesota, Minneapolis, Minn.

Mr. Edward S. Rogers, Attorney, Chicago, Illinois, and lecturer in the University of Michigan on Law of Trade-Marks and Coyprights.

Mr. Frank H. Armstrong, President Reid, Murdoch & Company, Wholesale Grocers, Chicago, Ill.

Mr. Percy S. Straus, President R. H. Macey & Co., New York, and President New York Retail Dry Goods' Association.

Mr. James F. Finneran, President Woodward Drug Co., Boston, Mass., and Chairman Executive Committee in the National Association of Retail Druggists.

Mr. Frederick H. Rike, President the Rike-Kumler Co., Dayton, Ohio.

At the 1915 annual meeting Chairman Paul T. Cherington reported progress and asked to have the Committee continued.

At this year's meeting held last February the committee submitted a report covering ninety-five printed pages; pronounced by President Fahey to be one of the most thorough and exhaustive ever made by a Chamber Committee.

Seven members of the committee including Chairman Paul T. Cherington, Geo. M. Courts, James F. Finneran, Henry B. Joy, Paul H. Nystrom, Edward S. Rogers and F. H. Whitcher signed a majority report advocating legislation permitting maintenance of resale prices under certain conditions.

F. H. Armstrong, F. H. Rike and Percy S. Straus, signed a minority report recommending that no Federal Legislation be enacted on the subject at this time.

Two of those signing the majority report, Chairman Paul T Cherington and Edward S. Rogers, recommended that the legislation advocated in the Majority Report should take the form of a statute defining predatory cutting of resale prices as an unfair method of competition, and expressly authorizing the Federal Trade Commission to prevent this method of competition insofar as it occurs in interstate or foreign commerce.

The report of Prof. Cherington's Committee marked the accomplishment of the first step necessary to secure the support of the Chamber in championing the principle of Resale Price Maintenance.

To finally commit the Chamber, it became necessary for its Board of Directors to place the matter before the Chamber's membership and register the vote of some 700 organizations—each of which in turn would be required to give the question careful study.

Accordingly, in April, 1916, the report of this committee was made the subject of a referendum, a copy of which was mailed to each member organization.

J. Ogden Pierson, Director from Stationers.

Harry A. Prizer, Treasurer.

Members were requested to vote on two phases of the question:

1. There should be Federal legislation permitting the maintenance of resale prices, under proper restrictions, on identified merchandise for voluntary purchase, made and sold under competitive conditions.

2. Federal legislation should take the form on an amendment to the Trade Commission Act defining the conditions under which price cutting is an unfair method of competition and authorizing the Federal Trade Commission to prevent such price cutting in interstate and foreign commerce.

In the balloting each organization member is privileged to cast as many votes as it may have delegates at an annual meeting of the Chamber; such number depending upon the number of its members; but in no case can any organization member, regardless of the size of its membership, cast more than ten votes.

Six hundred and ninety and one-fourth votes were cast in favor of the first proposition and 236¾ votes against.

Five hundred and forty-eight votes were cast in favor of the second proposition, and 289 votes against.

In accordance with this vote, the Chamber is committed to the first proposition in that more than one-third of the voting strength of the Chamber was recorded, and more than two-thirds of the votes thus cast, were in favor of the proposition.

The Chamber is not committed to the second proposition, as less than two-thirds of the votes cast were in favor.

As matters now stand, therefore, the Chamber of Commerce of the United States of America stands committed to the recommendation that there should be Federal legislation permitting maintenance of resale prices, without attempting to recommend the form that such legislation shall take.

Before closing I will briefly review the Federal legislation that has been attempted on this subject to date.

February 12th, 1914, four months after President Patterson addressed this association on the subject in Springfield and about the time the matter was first being agitated in the Chamber of Commerce of the United States of America, a bill was introduced in the second session of the Sixty-third Congress by Representative Stevens of New Hampshire. This bill known as the Stevens Resale Price Bill H. R. 13305 went by reference to the House Committee on Interstate and Foreign Commerce. It was never reported from committee, although it was the subject of a hearing, at which time a number of interested persons appeared before the committee in support of the measure.

In the Sixty-fourth Congress a bill similar in purpose was introduced by Mr. Ayers of Kansas, first as H. R. 3672 and subsequently as H. R. 4715.

It next appeared as H. R. 9671 by Mr. Stephens of Nebraska and finally as H. R. 13568 also by Mr. Stephens of Nebraska, in which form it is now before the House Committee on Interstate and Foreign Commerce.

The latter bill proposed to allow manufacturers, producers, owners, etc., of goods sold under a trade mark or special brand—when the contract constitutes a transaction in interstate commerce—to fix the uniform sale price of such goods to the wholesaler, retailer or to the public. The trade mark or brand of goods must be registered with the Federal Trade Cimmission for which there would be a registration fee of $10, and applicant would also be required to file a schedule with the Commission of all sale prices. Discriminations among the trade by way of discounts, allowances, rebates, etc., would be forbidden; as would also monopoly or attempt to control the market through combinations, price agreements, etc.

The bill would not apply to articles sold to the United States, to public libraries or religious, philosophical, educational and similar institutions.

This bill was introduced and referred to the House Committee on Interstate and Foreign Commerce March 22nd, 1916. It has been the subject of a hearing, and further hearings are to be held.

A bill similar in its purpose, S. 3945, was introduced in the Senate, January 25th, 1916, by Mr. Ashurst of Arizona; and on May 15th, 1916, Mr. Borah, of Idaho, introduced a bill—S. 5991—which contains many of the provisions of the Stephens measure (H. R. 13568). The Borah bill, however, contains in addition some very drastic provisions. It provides that the Federal Trade Commission would be authorized by its own motion, or upon petition, to fix a reasonable price for articles coming within the purview of the bill; and for that purpose would be given access to the books, papers, secret processes and formulas of manufacturers, etc. A price when fixed by the Commission could not be increased without its authority and any attempt to do so on the part of anyone would be punishable by a fine of $1000 or imprisonment for not less than six months.

In conclusion I wish to explain that in framing my report this year I have confined it to an outline of the part taken by this Association in promoting legal recognition of the principle of resale price maintenance.

I trust that our members will not gain from it the impression that our organization has been the only active factor engaged in the campaign.

There have been many other agencies in the field, all working systematically and persistently and a complete history of the rewards and disappointments attending these various efforts would make a long story.

I think, however, that our organiaztion can congratulate itself upon the progress made to date and particularly upon its agency in the successful effort to obtain the endorsement of the Chamber of Commerce of the United States of America of this economically correct commercial practice.

FLETCHER B. GIBBS, Councillor.

No one can rest on his oars and hope to win a race

THE typewriter as a great commercial necessity is growing in use. There are many thousands in use now where before there were hundreds. This provides a marvelous opportunity for the stationery trade. Are you looking after that trade? It is well worth it, and the business of selling typewriter ribbons and carbon papers belongs to you. Do you want it? By all means do not let your competitors get ahead of you in selling these popular articles. You cannot afford to let old customers get into the habit of buying these goods elsewhere; you want and require all of their trade. If they get in the habit of going elsewhere for a certain thing they may soon be induced to supply all their needs in the stationery line there. This means that you cannot afford to ignore typewriter supplies. They should be liberally carried in stock.

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AGENCIES ALL OVER THE WORLD

COST ACCOUNTING AND BUSINESS PROGRESS

By Hon. E. N. Hurley, Chairman of Federal Trade Commission

Gentlemen of the Association: I appreciate the opportunity of speaking to a group of representative business men whose activities indicate a strong and progressive trade association. The stationery business of the country constitutes a large and growing industry, both as to manufacturing and merchandising, and the business problems of our country, many of which are of pressing urgency, interest you as men of affairs closely connected with important business interests. You have your part to play and your duties to perform in the solution of these problems. I am pleased to have this opportunity of briefly discussing some of them with you, for the business man must bear his share of responsibility for their correct solution.

Industrial Changes in Europe.

Some of our problems have to do with foreign trade; others with domestic business. It will be worth our while to consider for a moment the situation abroad.

When we think of Europe we think of a continent engulfed in war, devastated and disordered, but I want to say to you gentlemen that we must modify that conception. While in many respects we know little of what is going on in the warring nations, we do know that within the sound of the guns, almost within reach of the falling shells, Europe is reorganizing her industries. Under the stress of a life-and-death struggle every effort is being made to obtain the highest efficiency in the production, the distribution and the use of commodities of all kinds. Conservatism in industrial ideals and methods has been blasted and shattered to pieces in the shock of war, old systems that normally would have hung on for years have been discarded in a day, old equipment that would have been retained for years has been scrapped as fast as possible for new installations of the most advanced types. New processes are being discovered, new inventions are being made, and new forms of organization are being created. Let me illustrate. Industrially, France has been pre-eminently the land of small-scale, highly individualized production, but she now lacks human hands. In France little farms that for generations have been farmed practically by hand, or with the aid of a horse or two, are being thrown together and farmed co-operatively by tractors, gang plows and modern agricultural implements. France must rely on machinery. Her business men are studying and are applying American systems of manufacture in factory construction, in equipment, and in large-scale, highly systematized production.

England industrially has been the land of yesterday. Conservatism was the dominant characteristic of British business. While Massachusetts was making textiles with automatic looms under conditions that permitted one operator to tend from sixteen to twenty-four machines, Lancashire clung to old equipment and conditions under which one operator could tend but four machines. But at last England is aroused, and today American books on efficiency and scientific management are being bought by the hundred and studied all over England. The war has compelled Great Britain to make thirty years of industrial progress in thirty months.

Before the war Germany was probably the most highly organized and efficient manufacturing nation in the world, but in Germany organization and efficiency have been still further developed, and, no matter whether victorious or defeated, the Germany that emerges from the war will be years ahead of the Germany we knew in 1914.

We Must Keep Step.

These changes are of great concern to us. We may not realize this today, because things are coming our way now, but we must look ahead to the ftuture conditions we must prepare to meet. Almost before we know it we will find a new Europe competing against us with war-sharpened brains and war-hardened muscles, not only in our foreign markets but also right at home. If our industries are not to be caught slow of mind and flabby of muscle, we must improve our business organization, must increase our manufacturing and merchandising efficiency, and must keep pace with every step in Europe's industrial progress.

In considering our position after the war, I wish to talk chiefly about what we must do here at home, but I can not talk to you on this subject without first referring briefly to what we must do in our foreign business. Next to England we have the greatest foreign trade of any nation in the world. Our exports and imports reach billions of dollars in value. Gentlemen, we must keep and expand that great trade. It means the best comforts and conveniences of modern civilization for the families and homes of this country. But if we are to keep that trade and make it grow as a healthy business should grow, we must have the organization and facilities needed. The Government is alive to this fact. Through the shipping bill it is striving to improve our merchant marine. The Webb bill, which has passed the House and which I hope will pass the Senate in December, will legalize co-operative joint exporting agencies by American manufacturers and producers, even among competitors, and will enable Americans to compete on more nearly equal terms with the powerful combinations of foreign manufacturers that play so large a part in international commerce. Through the Federal Reserve Act and the amendment thereto that has just been made law, American banks can now deal in foreign drafts and acceptances and can co-operate with each other to engage in foreign trade banking. Thus the Government aims to do its part; and the business men of this country must do theirs.

A Clearing House of Business Data Needed.

In this connection, and at the very outset of any study of improved business facilities, there is needed a clearing house of industrial information—a reservoir on which the business man can draw for the larger facts of business. Our manufacturers and merchants should co-operate in getting such data together. These facts relate not only to business in general, but also to particular industries, and include such vital items as the number of concerns in each industry, the size and annual sales of each, whether or not they are on a profit-making basis, the degree to which their products and processes are standardized, and their methods of distribution.

This information is lacking at present. Facts are not at hand to show the volume of sales, profits, or the relation of supply and demand. In many industries the market is oversupplied, but outside capital does not know this, and in the absence of knowledge insists on going into fields where overproduction already exists, with consequent loss to many small investors. Such loss and waste can be prevented only by accurate and comprehensive information, supplied by some such body as the Federal Trade Commission, which should be a clearing house between government and business.

Such a body of facts will have another value. Every firm in every industry should have its balance sheets and detailed information regarding its affairs in the hands of a friendly co-operator, the Federal Trade Commission. Then when a firm in a given industry complains about a competitor demoralizing the industry by unfair methods of competition, the Commission will have immediately available sufficient detailed information to give a decision promtptly, and a decision based on the business questions involved, without being obliged to devote so much time to the legal phases and technical violations of the law. How can any commission be a judge of violations of the law when most of the questions are economic ones, unless all the facts are before it in a comprehensive manner? This can be brought about by a gradual improvement in our report on industries. Business must be convinced that a governmental body that obtains detailed information from each firm, is friendly and that it is acting only from the standpoint of fairness in its dealing with firms, corporations and industries.

The facts collected should cover the vital features of each business and be more than a mere compilation of unmeaning statistics. This work has already been begun by the Federal Trade Commission and will in time constitute a most important aid to industry.

Such a complete report of the industries of the country in the hands of the Federal Trade Commission will undoubtedly be of great benefit to every business man engaged in the different industries. Manufacturers who are now in trade associations endeavoring to get information regarding their business and only partially succeeding, can then obtain promptly weekly or monthly statistics regarding the raw materials on hand shipments made and prices received. They will also be familiar with the questions of supply and demand, which information will enable them to determine whether or not they should increase their capacity or take other steps appertaining to their future success.

The Part of American Business Men.

This the Government can do. The part of the American business man must be to improve his methods of production and selling—to reduce his costs, organize his manufacturing and selling forces, study markets and advertising, and in general endeavor in every way to increase his economic efficiency.

The business men of this country have had many things to contend with. We all know the trials and troubles that go with business. Many of us have started a business, without any experience, and by hard work we have succeeded. In the past our margins of profit have been reasonably large. These

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have enabled many of us to succeed without paying special attention to details and to the more efficient methods of conducting our affairs. We have reached a point, however, where there is an overproduction, under normal conditions, in almost every branch of industry, with the result that competition has become more keen; and in order to keep our plants in operation we have cut prices, with the further result that we have all helped to demoralize the business in which we are engaged.

But times are changing. I know one of the largest firms in this country, located in the Middle West, which sold millions of dollars' worth of commercial paper, but which never presented to their bank a balance sheet until the Federal Reserve Act was passed. They were wealthy; an old, tried and trusted institution, where honesty and integrity were conceded by everyone who purchased their commercial paper. When they finally presented their balance sheet it was found that they were solvent and in fairly good condition. But for years they had made no provision for depreciation and they had kept their books in a careless, reckless way, with the feeling that they were making large profits, where, in reality, they were making a very small margin, and had, during several years, lost money. Today, with a modern accounting system, every detail of the transactions of that company is carefully watched, and the company, in a thoroughly healthy condition, is in a position where it can weather any business depresssion, and is receiving twice the amount of credit from its bankers.

Cost Knowledge Needed.

Knowledge of costs, therefore, lies at the basis of all business efficiency.

In studying the figures of business corporations, operating under the conditions existing in this country today, it is rather startling to find that only ten per cent of the manufacturers and merchants know what their goods cost to manufacture and sell. Many of them, who are manufacturing and selling, say, six different articles, even find it impossible under their present methods of keeping their books, to inform the Federal Trade Commission what the net sales of each product are. They write in and say that they have never segregated the sales of each of the articles, but can only tell us the total sales for all the articles together. Gentlemen, when you take into consideration the fact that hundreds of firms are keeping their books on such lines; that they do not know even the net sales of each of their products, what must be their knowledge of the costs of each of these products?

If they do not departmentize their sales records they certainly do not segregate their costs; hence they make prices on particular articles without knowing what those articles cost. Since they can not tell where they are making money and where they are losing it, they can not tell where to introduce economies.

This criticism of our lack of cost knowledge does not mean that I believe our business men are not entitled to as much credit at the banks as they are receiving. They are probably entitled to more credit. Knowing the condition that exists, I am satisfied that if they ascertain their true costs and place selling prices on their products which will net them a profit, they will get all the credit that they are entitled to, and this means in many cases larger loans than they are now receiving. Our manufacturers and merchants, the ones who are taking the chances with their money, and working night and day to make their enterprise a success, will receive from the bankers of the country every encouragement in developing the productive enterprises of the country. And if manufacturers and merchants do their part, by presenting intelligent financial statements, showing all the details of costs, there will be millions of dollars of additional capital available for them.

Another serious feature of the situation is the fact that out of the 60,000 corporations that report an annual income of $5,000 or over, half do not charge off a single penny for depreciation. Obviously their cost systems can be neither adequate nor reliable. No business knows its true condition till it has made allowance for depreciation, and no cost of production is a true cost which does not include depreciation of plant and equipment.

It is not the intention of Federal Trade Commission to assume an attitude of scolding. We understand how these conditions have gradually come about. But do you not think it is time for someone to call the attention of the business community to the significance of these facts?

The Federal Trade Commission and Cost Accounting.

The Federal Trade Comission is doing all it can to help in these matters. In the first place we have prepared two pamphlets giving plainly and briefly the fundamentals of cost accounting, one for manufacturers and one for merchants. Thousands of requests are coming in for these pamphlets. We are sending out in response above 2,000 pamphlets a day.

In the second place, the Commission is co-operating with many trade associations which are endeavoring to get their members to adopt sound accounting systems. We send out experts to meet them and discuss the features of cost accounting that are peculiar to the particular industry. We tell them how to work out a system of cost keeping. When they bring it in, the Commission will counsel with them and will approve it as a basic system for that industry. With this general standard officially approved—details to vary, of course, with the individual companies—the association has a strong argument to bring its members into line with sound accounting.

Such co-operation in order to put our industries in possession of the facts of costs is a vital function of the trade associations; for only when correct cost systems are generally in use can an industry intelligently attack the problem of improving scientifically its methods of production and distribution. This kind of co-operation counts most, and it can look the anti-trust laws squarely in the eye. Let me say right here that I do not believe in agreements to fix prices. I have no sympathy with associations or combinations that attempt it. In the first place it is illegal, and in the second place, even if it were legal, it would still be a bad thing. It simply covers up inefficiencies instead of getting rid of them. It is not a remedy for the disease that ails business. It is merely an opiate. The remedy is to base all prices on an adequate knowledge of costs.

The man who does not know his true costs is just the man who prices his goods foolishly, and thereby impairs the business of his sound competitors at the same time that he ruins his own. Too low price-making, based on guesswork or on partial costs, is a menace to sound business. Please understand me, the menace is not in underselling, for a business concern must expect to face the low prices that are due to efficiency. But even the most efficient concern can not meet the cut-throat prices based on ignorance.

Cost Acounting Efforts Already Approved by Business.

General appreciation of the need of better cost-keeping systems and approval of the efforts of the Federal Trade Commission to co-operate in this respect with business men is shown in thousands of letters received by the Commission regarding it. These letters express the firm conviction that proper cost keeping leads to sound pricing. In acknowledging receipt of the pamphlet on Cost Keeping, a Michigan manufacturer says:

"We beg to advise that we think this is a most constructive piece of work. Ignorant manufacturers to a very great extent place their goods on the market today at less than cost, and in so doing tend to establish a price basis for a commodity they manufacture, which compels the entire trade to market their product at less than a reasonable price.

"We heartily believe in intelligent competition. It is this ignorant, irresponsible class who are not competitors, but disturbers of normal competitive conditions. And we heartily endorse anything that will tend, as your pamphlet does, to an intelligent grasp on the part of the American manufacturers as a class of the fundamentals of manufacturing costs."

A stove manufacturer writes:

"A man who has a fairly accurate knowledge of the cost of his product is in the position to market his product intelligently.

"I do not believe that any honest manufacturer today fears fair competition. The thing that we all fear is the competition brought about by the man believing that he can produce articles at a less figure than they actually cost him."

The governor of a Federal Reserve Bank writes:

"The suggestion that cost accounting systems should be installed in all businesses, in order that the owners should at all times understand the real cost in each department and the real financial condition of the business they are operating, is a good one. The sooner the small American business house properly analyzes its figures, the better it will be for all concerned * * *."

These are only a few samples of the many letters we are receiving daily. The business public is alive to the great need of cost knowledge as a basis for business building, and is expressing itself in no uncertain tones.

A Plan to Insure Better Cost Accounting.

Let me outline a suggestion which it seems to me will go far to give us intelligent help in the movement for business efficiency. I hope that in the not very distant future each industry in this country will have developed a basic cost system that will fit its particular needs; that the question of a reasonable and adequate basis for depreciation will be worked out for each industry, and that these basic systems will be approved by the Federal Trade Commission. Moreover, I hope that it will be possible for any public accountant, by conforming to certain tests and rules laid down by the Federal Reserve Board, to have a United States registry.

Under this plan the balance sheet of tomorrow, as presented to a banker, will have the certificate of a public accountant,

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This is a new and most desirable addition to the Old Hampshire line of high grade stationery. The prestige of Hampshire products is high and it would seem desirable to increase your variety under this trade mark. But whether or not you contemplate an immediate purchase, we should like to place samples in your hands. We want you to know this very attractive number, and if you will allow us to mail you our sample package, the obligation will rest with us.

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and, in addition, bear a registration stamp or number of the regional Reserve Board. When this is brought about, the banker will be particularly benefited. It is a well-known fact that the certified public acountants are willing and ready to do their part in seeing that the banker is presented with a statement or balance sheet that will show the real facts in regard to a particular concern whose books they may have examined. The trouble is that many manufacturers are unwilling to agree with their accountants as to what amount shall be charged off to depreciation. When a public accountant attempts to make a proper charge for this, he is confronted by the manufacturer with a statement like this: "My machinery and buildings are as good as they were ten years ago, and your charge for depreciation is too high." The accountant, although anxious to do what is right, realizes that unless he is willing to agree with his client he is likely to lose him, and compromises by charging off an insufficient sum for depreciation. The next year similar conditions arise; and after this has continued for two or three years, it is a very hard matter to treat this item in such a way that the balance sheet will be on a correct and sound basis. But when we have an officially approved basis for depreciation in that manufacturer's industry, the accountant and the banker working together will be able to bring the manufacturer into line.

I do not want you to get the impression from this that I am advocating that all books should be kept under governmental supervision, nor that public accountants should not be allowed to certify business accounts without a United States registry. But if a public accountant has his registry number, and if the manufacturer complies with the fundamental system, then let the accountant make and seal his certification in his capacity as a United States registered accountant.

I appreciate that many criticisms will be aimed at this suggestion by business men, and even by some accountants. But, gentlemen, when we are confronted by such conditions as I have outlined, don't you think something ought to be done?

The governor of a Federal Reserve Bank writes:

"Undoubtedly the adoption of your suggestion of a uniform system of accounting, under the supervision of registered accountants, would be a long step in not only protecting the legitimate business of the country, especially where competition exists, but would bring about that feeling of confidence which is so conductive to satisfactory relations between debtors and creditors."

In my judgment, such a system of accounting and certification would go far toward developing the efficiency and financial soundness that are imperative for the industrial future of this nation.

Establish such a system; add to it all that can be gained through co-operation in trade associations for greater economy and intelligence in production and distribution; stabilize our industry and increase our prestige by taking advantage of the new legislation for advancing foreign trade; and you have a program which will prepare American business men to compete intelligently with each other and face the reorganized industries of Europe.

COMMITTEE ON RUBBER STAMP GOODS MAKES REPORT

It is a pleasure for this committee to report to you that Rubber Stamps are now being recognized by most stationers as a necessary part of the office supply business, and they are accordingly giving more attention to the line and using it to assist in increasing their profits in place of handling it just as an accommodation to their customers (often times selling at cost as a proof that their prices were right on other goods.)

Reports received from the list of questions sent out by our committee indicate that far more harmony now exists between the Rubber Stamp manufacturers and stationers than ever before, no doubt brought about through a better understanding between them. It is quite evident that this condition to a certain extent should be credited to the two trade associations—the National Association of Stationers & Manufacturers and the International Stamp Manufacturers' Association. Both organizations teach good fellowship among competitors, and many of their members are so thoroughly imbued with this spirit that it just radiates, and infects many who come within its scope.

This committee believes from reports received, that there is a universal desire on the part of the stationers to conform to any scale of prices that may be adopted by the International Stamp Manufacturers' Association, and will aid in every reasonable manner to assist in maintaining such schedule of prices.

We understand the above association is now at work gathering data for the purpose of revising their present schedule, which was adopted several years ago, and is generally conceded to be too low. It also has in hand a movement to bring about local organizations that are to be affiliated with the International Association, so that many matters that are purely local may be adjusted.

Owing to the efforts being made by the International Stamp Manufacturers' Association, we most urgently recommend that all stationers conform to such regulations as may be adopted by the Stamp Manufacturers from time to time, and would ask that a vote be taken at this convention to ascertain if it is the wish of those present to follow these recommendations.

We further recommend that a copy of this report be sent to the secretary of the International Stamp Manufacturers' Association, together with the result of the vote mentioned above, to show them that they may expect the co-operation of the National Association of Stationers and Manufacturers in so far as is consistent, and advisable.

M. S. WILLARD, Chairman.
SAM'L S. ROSENDORF.

Bringing the National Advertising Home to the Dealer

2,000,000 Circulation

150,000 Circulation

500,000 Circulation

1,000,000 Circulation

17,000,000 People Read Esterbrook Ads

—and, note from just this one full page ad in Cosmopolitan Magazine how forcibly we direct all these readers to the dealer's store.

Esterbrook advertising is greater in scope this year than ever before. We are using larger ads—pages, half pages and quarters, in a list of mediums that can conservatively be estimated to have over *seventeen million* readers.

This year our sales helps for dealers' local use are likewise more extensive than ever before.

Write us for practical suggestions upon increasing the profit from your own pen department by concentrating on Esterbrooks and full details of our advertising and other dealer service.

Esterbrook Pen Manufacturing Co.
80-100 Delaware Ave., Camden, N. J.

R. Esterbrook & Co

PENS

COMMITTEE ON HARDWARE AND GLASSWARE TELLS OF CONDITIONS

We, your Committee on Hardware and Glassware, decided to follow up the suggestions laid out by our predecessors, and outlined a set of questions for our Secretary to send to each member of our Association.

These questions were sent out by our Secretary, and 115 members of our Association filled out these query blanks, and mailed them to the Chairman, and it was mighty pleasing to the Committee to have that number give them the suggestions which they did to work on, and to those who did make out these reports your Committee feels deeply indebted. To those who do not fill out, we hope your President will place you on the Committee.

In reply to our query as to whether glassware was being boxed in better shape, or not, we had 55 replies in the affirmative and 27 advising that they had not noticed much change as yet, although the affirmative replies came principally from the larger dealers, which leads us to believe that the manufacturers are right recently paying more attention to the packing of glassware than they have heretofore.

In reply to our question as to whether Stick Files and Harp Files were being packed in stronger boxes, we have 56 replies in the affirmative while 42 advised that they were still having trouble with the boxing of Harp Files and Stick Files.

Having examined the boxing of this commodity on several different occasions, your Committee is inclined to believe that the boxing of this commodity by the larger manufacturers and jobbers is as good as can be expected in most cases, and if more care would be taken by the jobbers in seeing to it that these boxes are properly protected in miscellaneous shipments which are sent out, there will be less cause for complaint. The weight, of course, is on the ends of the boxes, and leaves no support for the middle of the box, and if other heavy articles are packed in the same box, and these side walls are not given support with some sort of retaining or division wall, the heavy articles are bound to break the sides of these boxes.

When the selling price of this commodity is taken into consideration, consideration must also be given to the cost of packing, and your Committee finds and is backed up by the opinion of many of the members of the Association, that the boxing of Harp Files and Stick Files is sufficient and satisfactory in most cases.

Replying to our question as to whether the members found considerable breakage among glass covers for inkwells and other glassware on account of being insecurely packed, we find a large majority of the stationers complain that the percentage of breakage is too great, having received 67 complaints in reply to our Question 3, and this percentage of complaints shows that more care should be taken by the manufacturers and jobbers in the packing of glassware to overcome this percentage of breakage.

In reply to our query as to whether manufacturers of glassware were putting quantities on the outside of cartons, so that the retailers could tell without opening the cartons just what was in the package, we find an improvement along this line, as 52 members report they had noticed a decided improvement along this line, whereas 41 advise that they were still receiving glassware which was not being packed in accordance with this recommendation of your previous Committee.

In reply to our query as to whether it would be of much benefit to the members of the Association to have the manufacturers put a cut of the product and advise the quantity in the carton on the outside of the carton, 93 advise MOST EMPHATICALLY that this would be the biggest help to them in handling their stock, both in store room and on shelves.

The reports show that there has been a big improvement made in packing by the manufacturers and jobbers of cuspidors, and there were very few complaints regarding the boxing and labeling of cuspidors.

We also find from the reports that a big improvement has been made in packing popular priced inkwells with hard rubber and composition tops, as well as in the packing of library and cast iron frame inkwells, proving that the recommendations of your previous committees have been generally complied with by the manufacturers and jobbers.

C. L. Mitchell, Topeka, Kan., Chairman Committee on Hardware and Glassware.

There seems to be very much complaint regarding the packing of sponge cups, as a majority of the members who reported complained about the packing of sponge cups, and the manufacturers and jobbers will do much good by seeing to it that sponge cups are packed more securely. It has been suggested that sptonge cups could be packed one dozen in a carton, and this would help very materially in the storing and handling of them on the shelves.

Of course, the larger stores buy these sponge cups in bulk, and they are shipped in barrels, and it has been suggested by some of the larger stationers that it would help much to have a cut of the sponge cup and label showing the quantity in the barrel noted on the barrel, and assist them in storing and handling the same in their warerooms. This is another commodity, though, which will not stand much expense in the way of packing, although it is hoped that the manufacturers will be able to analyze a way in which to pack these sponge cups in inexpensive cartons, one dozen to each carton, with cut on the outside and label showing quantity in each carton, without much additional cost.

The reports regarding cash boxes show that there has not been much improvement made in the packing of cash boxes, although we are advised by some of the manufacturers that they are packing their cash boxes much more securely now than they have done heretofore, and believe that in another year the trade will find the packing of cash boxes much improved.

The reports also show that the trade does not believe there would be much demand for cash boxes with a better grade of lock, and that as a rule the additional expense is not necessary, as there is not the demand from the trade to warrant it, although we have a few stationers who claim that there is a demand for cash boxes with a better grade of lock.

We also find that there is much complaint regarding waste baskets and letter trays not being packed with paper separators, so they can be separated easily. A number of manufacturers advise that they are putting separators between their baskets now, and probably most of these objections were made by stationers who have not received the benefit of the later method of packing used by the manufacturers.

In reply to our query as to whether it would help the retail stationers to have the manufacturers pack all punches retailing at 75 per cent or over in individual boxes, we find that practically every retail stationer is very much in favor of this proposition, and it is hoped that this suggestion will be carried out by the manufacturers and jobbers.

In reply to our query as to whether the retailer would be willing to pay for the packing of punches in separate boxes, we have 79 stationers advise that they would be willing to pay for the packing of the goods in this manner, with only 19 reporting unfavorably to this suggestion.

Your Committee wrote to every one of the members filing complaints and making suggestions, asking them to advise us the names of the manufacturers and jobbers of whom they purchased their supplies, and after assembling these complaints and reports, found that there were 33 different manufacturers and jobbers listed, and we wrote to each one of them regarding the complaints and suggestions which had been filed, and had prompt replies from 25 of these different factories. These replies were very encouraging and we believe that the coming year will show a marked improvement in the packing and shipping of hardware and glassware by the manufacturers and jobbers.

In addition to the items listed in our questions, we find special mention made of the packing of glass paper weights, the claim being made that glass paper weights are rolled up in paper and not boxed, and it is impossible to count or check them without unrolling, and while this commodity will not stand much expense in the way of packing, yet when they are rolled up it would be an easy matter to put a cut of the paper weight and label showing quantity on the outside of each roll.

It has been suggested that willow baskets should be wrapped with paper more securely, as exposure to the light and dust easily soils and discolors them, and that the

Absolutely no Annoyances

THE SMEAD MANUFACTURING COMPANY
DEPARTMENT C
HASTINGS, MINNESOTA, U.S.A.

NO Strings—No Tapes—No Bands—No Rubbers—No Thing on the outside. Notice the strong heavy metal clips or clasps at the finger's tip on each end. They securely lock the envelope and close instantly, holding securely at any expansion. They do the business, **and best of all,** are in out of the way so that they absolutely can not catch on anything. Extra heavy paper of best manila quality and just the finest construction you can imagine and will last a lifetime. Samples and catalogue free for the asking. We'll be most delighted to hear from you.

The Document Envelope For All Time

We find your De Luxe Tray Binders very successful in connection with our posting machines. —Mr. E. F. Turnbloom, Cashier.

Our Burroughs operator posts 25 per cent. more accounts with De Luxe Tray Binders than with compression lock binders.—Mr. J. H. Richardson, Cashier.

Your tray binders have greatly facilitated the operation of our bookkeeping machines. —Mr. Thos. J. Harper, Cashier.

The ease with which leaves may be selected and returned to the Tray Binder recommends it as the ideal device for machine bookkeeping.—Mr. A. J. Kolar, Cashier.

Progressive Chicago Banks using De Luxe Tray Binders

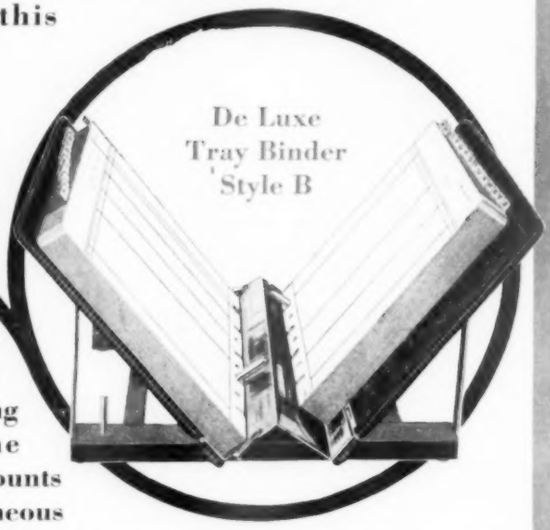
with the Burroughs Ledger Poster. These Banks have speeded up their posting and proving, and have taken the after-hours grind out of their bookkeeping by installing up-to-date equipment.

The posting machine reduces labor on ledger and statement work, because it eliminates the tedious process of mental addition and subtraction and enables your bookkeeper to post his figures in much less time than he can by hand.

These facts you will readily recognize when you see the posting machine in operation, but, if the demonstration is made with an old style compression lock binder, you will be likely to make this inquiry:

"Does not the time required for removing the leaves from the binder and returning them after posting, offset, to a large extent, the time saved by the machine?"

The answer to this question is "No" if you use the De Luxe Tray Binder because—



it eliminates waste motion in sheet handling and makes the selection of accounts almost instantaneous

The complete separation of the worked and unworked leaves in the trays, enables the operator to handle the sheets without lost motion.

There's no such pulling to lift sheets out nor jamming to return them, as there is with the compression lock binder and vertical file—simply a rapid, free, one-hand operation.

You locate accounts in the De Luxe Tray Binder instantly, merely by fingering the top edges of the leaves, just as you do the leaves of a bound book. The sheets stand up in the tray in a tilted position so that the top edges of the front leaves are slightly higher than those in the back of the binder.

Because of this "upsetting" of the leaves, the fingers catch the top leaves automatically, increasing the operator's speed 10 to 20 per cent over the slow, tiresome thumbing process necessary with the old style binder.

Our No. X1 Bulletin gives ten other good reasons why you should use De Luxe Tray Binders. Ask for it.

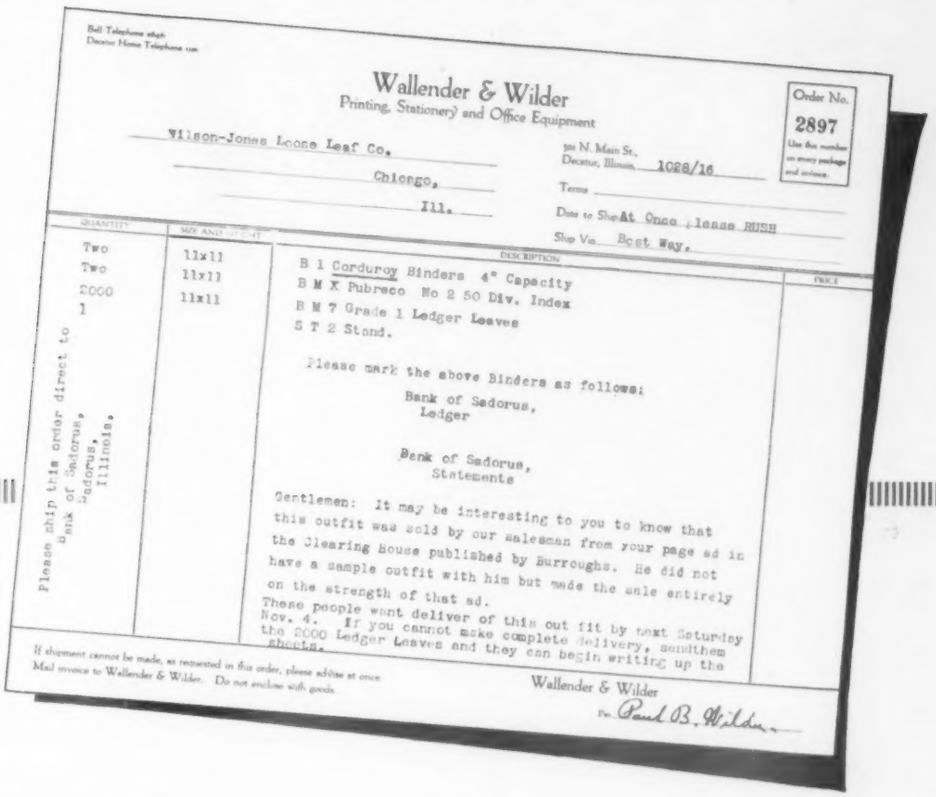
Sold by all large Stationers and Bank Supply Houses

Wilson-Jones Loose Leaf Co.

Makers of De Luxe and Jones Lines of Loose Leaf Binders and Systems

3021 Carroll Ave., Chicago - 129 Lafayette St., New York

THE above full page advertisement, appearing in the November issue of The Burroughs Clearing House, is now telling its story to the men controlling the purchases of the 33,000 banks in the United States and Canada. Every banker who reads this ad is told he can secure De Luxe Tray Binders through a stationer or from a bank supply house. If a banker writes us, we direct him to a dealer close at hand who carries De Luxe Tray Binders, and at the same time advise the dealer of the inquiry. This is but a single example of the many effective ways in which we are helping De Luxe Dealers to dispose of the goods we sell them.



Bell Telephone 1898
Decatur Home Telephone 1291

Wallender & Wilder
Printing, Stationery and Office Equipment

Order No. 2897
Use this number on every package and invoice.

Wilson-Jones Loose Leaf Co.
Chicago,
Ill.

301 N. Main St.,
Decatur, Illinois, 1028/16

Terms
Date to Ship At Once ; Issue RUSH
Ship Via Best Way.

QUANTITY	SIZE AND KIND OF PAPER	DESCRIPTION	PRICE
Two	11x11	B 1 Corduroy Binders 4" Capacity	
Two	11x11	B M X Pubreco No 2 50 Div. Index	
2000	11x11	B M 7 Grade 1 Ledger Leaves	
1		S T 2 Stand.	
		Please mark the above Binders as follows: Bank of Sadorus, Ledger	
		Bank of Sadorus, Statements	
		Gentlemen: It may be interesting to you to know that this outfit was sold by our salesman from your page ad in the Clearing House published by Burroughs. He did not have a sample outfit with him but made the sale entirely on the strength of that ad. These people want deliver of this out fit by next Saturday Nov. 4. If you cannot make complete delivery, sendthem the 2000 Ledger Leaves and they can begin writing up the sheets.	

Please ship this order direct to Bank of Sadorus, Sadorus, Illinois.

If shipment cannot be made, as requested in this order, please advise at once.
Mail invoice to Wallender & Wilder. Do not enclose with goods.

Wallender & Wilder
Per Paul B. Wilder

Making sales with an ad—

The above reproduction of an order for De Luxe Style B Tray Binders, Indexes, Ruled Sheets and Tray Binder Stand, tells its own story. Read what Wallender & Wilder say about this sale to the Bank of Sadorus, and how their salesman secured the order by means of the advertisement shown on the opposite page. This same ad, and others like it, will help you sell

De Luxe Tray Binders

De Luxe Tray Binders, are designed especially for machine bookkeeping in banks and commercial houses. These binders, together with the complete line of supplies which we make for use with them, have opened a broad and profitable field to retail stationers, and have enabled them to compete with manufacturers selling direct to the consumer.

ASK US ABOUT DE LUXE TRAY BINDER DEMONSTRATING OUTFITS, SAMPLE FORMS, AND SALES HELPS.

WILSON-JONES LOOSE LEAF CO.

MAKERS OF DE LUXE AND JONES LINES LOOSE LEAF BINDERS AND SYSTEMS

CHICAGO — NEW YORK

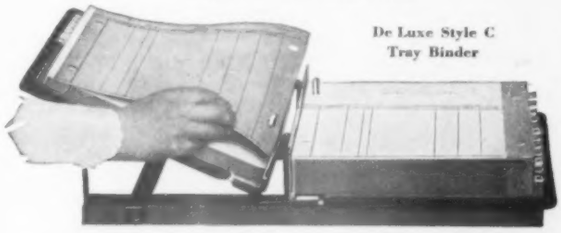
De Luxe Tray Binders

In addition to Style B shown on the opposite page, De Luxe Tray Binders are also made in Styles S and C shown below.

De Luxe Style S Tray Binder

Style S Tray Binder is used on commercial ledger systems in connection with the Burroughs, Remington, Underwood, Moon-Hopkins and Ellis Posting Machines. Ask about the New Style S Equipment for use with Burroughs - Crane Machine on combined ledger and statement work.

De Luxe Style C Tray Binder



Style C Tray Binder is extensively used by commercial houses for combined ledger and statement systems in connection with the Elliott-Fisher Drop Platen Machine, for which it was especially designed. This Binder is also used with the new Underwood Machine with Collating Device.

Does More Than Address Envelopes

IT is true that thousands of concerns use the Addressograph for addressing envelopes, post cards and circulars. But that is only one of its many applications. *The*

Addressograph

TRADE MARK

PRINTS FROM TYPE

Fills in letters
Heads and dates statements
Lists names on dividend, route and payroll sheets
Imprints employees' names on pay forms
Writes names on checks
Fills in names and other data on public service bills, insurance premium notices and receipts.
Addresses shipping tags, labels, bills of lading, order forms, etc.
Makes out shop orders
Keeps and makes up inventory records
Addresses, imprints and lists names or information on forms of eryve nature

EVERY office—yours included—writes names. And to do such work by pen or typewtiter is the **slow, inaccurate, expensive** way. The Addressograph is **15 times faster** and 100% accurate. It is as easily installed as pen and ink. Anybody can operate it. Let us explain without cost or obligation how it will eliminate drudgery—save time and expense in your office—as it is now doing for thousands of other offices in over 300 different lines of business.

ADDRESSOGRAGH CO. 903 W. Van Buren St CHICAGO

spoilage runs very heavy on many different lines of willow baskets. The retailers, in order to protect their stocks, are obliged to wrap them up themselves to keep them from depreciating while on their shelves and in the store room.

We have had several suggestions regarding the packing of handy clips, packed one gross in boxes, that the boxes are too light, and the retailers have considerable trouble in selling this product on account of the boxes breaking in the handling.

Complaint is also filed regarding the boxing of board clips which come packed a dozen in a box, that the boxes are not strong enough to stand the handling, and suggestions have been made that board clips either be packed in stronger boxes or packed with a less number in a box, so as to overcome this objection.

We had several favorable reports on the packing of cuspidors by one of the large manufacturers, as well as one of the large manufacturers of cash boxes, a number of our stationers taking the trouble to mention that the product received from these manufacturers came in excellent condition, and some of them going so far as to state that they were favoring them with their orders on account of the excellent packing of their product, and your Committee has taken the liberty of telling these manufacturers of the excellent reports we have had from the members of the Association.

Three well-known conventionites discussing the barbecue.

We beg to quote you extracts from a few of the letters received from the manufacturers regarding complaints filed. From one of the largest manufacturers of waste baskets, we take the following extract:

"With the waste baskets there has been some little difficulty. Since receiving your letter this morning we have been doing some experimenting, and find that by packing them with a paper around the bottom of the baskets there will be no difficulty in taking them apart. This manner of packing will entail about 25 per cent per gross, which in these times of high costs of material and consequent small profits to us, we should have to charge to our friends."

We feel sure that none of the members of this Association will object to this additional charge.

One of the largest glassware manufacturers, advises us that they did not deem it necessary to put cuts of glassware contained in the barrels on the outside of the barrel, but that they will be glad to do so in the future.

One of the large metal companies, in reply to our suggestion that numbers be put on the bottom of cash boxes, writes as follows:

"Regarding your suggestion of numbering our cash boxes, believe same to be a good one, and will take pains to put this into effect at once, though it was the opinion of the writer that since we pasted a label bearing the number, size and finish, also style and lock on each container in which these boxes are packed, that this was a sufficient identification."

The stamping of number on the bottom of cash boxes will be a help to the retail stationers in cases where the wrapping has been torn from the cash boxes for display and selling purposes, and know that the retailers will appreciate cash boxes being numbered on the bottom, as has been suggested by your Committee.

We have a very good letter from one of the manufacturers of cash boxes, telling his experience in sending out circulars to the members of the Association, regarding the proposition of furnishing cash boxes with better grade of locks and the packing in cardboard boxes, and he advises that their experience showed that less than 50 of our stationers cared to pay the additional expense for packing and of putting on better locks.

We find also a number of manufacturers advise that improvements will be made in the labeling of boxes as soon as the supply of labels they now have on hand is used up, and we find this applies to several different manufacturers of different lines of product, and find that many of them have just finished using up their old stock and the stock they are now manufacturing will come out with new labels and new cuts on their wrappings.

This year, of course, has been a most strenuous one for all stationers, and as one of the leading stationers of the country wrote, "I am glad to get the product whether dressed up or naked, just so I can get the product to sell."

There is also the proposition of all paper having advanced so in price that the question of packing is adding a much larger percentage to the cost of production than has ever been the case heretofore, and the members of our Association will have to realize that where a better packing is demanded that they will have to pay for it. If this condition exists much longer the situation is going to be much more serious than it is right now, too. As one manufacturer advises: "Don't know how it is with you, but with us price on paper and all wrapping has been almost doubled in the last eight months, and the question would be as to whether the present time is the right time to advocate additional cost in wrapping, or wait until prices are more settled."

If this critical condition of the paper market exists much longer it will be necessary for the manufacturers to quote price on product wrapped and unwrapped, and let the stationer order accordingly, paying for the wrapping if they want their product wrapped, or buying it for the cheaper price, if they want it unwrapped.

We have a suggestion to make to the members of our Association, and that is that whenever they have any complaint to make regarding shipments of hardware and glassware which they receive, that they do not wait for query blanks to come out, but write to the Chairman of the Hardware and Glassware Committee, advising them of their complaint and of whom they purchased their product, and let this Committee be handling these questions all the year through, instead of waiting until these blanks are sent out, and not giving the Committee sufficient time to take these propositions up with the manufacturers and have them ironed out before the time necessary to turn in the annual report.

Our President will appoint his Committees, and each member of the Association will be advised who the Chairmen of the different Committees are, and by filing any complaints you may have to register with the Chairmen of these different Committees right at the time, it will greatly increase the efficiency of those Committees who are appointed for the purpose of handling all of these complaints and suggestions which will better the conditions of the stationer, and the manufacturer is naturally anxious to know whenever there is any complaint regarding his product, and will appreciate any suggestions from the Association rather than have the stationers quit buying his product on account of some objection which they have, and turn their business to someone else without giving the manufacturers a show to overcome the cause for complaint.

We, as a Committee, appreciate the assistance given us by the members of the Association—appreciate the courteous replies we have had to our letters to the manufacturers, and our reports show that much good has come from the suggestions made by our predecessors, and we feel assured that much good will come from the suggestions which have been made to the manufacturers from your Committee this year.

CHARLES L. MITCHELL, Chairman.
R. H. BAXTER.
FRED RICHMOND.

* * *

The report of Mr. Mitchell's committee was read by him and was closely followed by everyone in the convention hall. The report covered a large and important subject and showed that much thought and painstaking work had been put upon the subject by the committee and its chairman. In fact, all the reports presented at the Convention showed the results of careful and laborious investigation by the respective committees charged with their preparation.

At the conclusion of its reading Mr. Mitchell's report was ordered received and placed on file in due course.

MISCELLANEOUS ITEMS

In our endeavor to make this report more interesting, your Committee has stepped a little out of bounds of our province, so that we ask the pardon of the convention if there are items discussed that do not pertain strictly to this department. The thought kept in mind the most in this paper is the fact that the Commercial Stationer of to-day can make more money selling miscellaneous items, small in character and amount, than in the large sales. In other words, it is all very well to equip courthouses, banks and large offices and to secure the unusual size orders for items in great quantities, but the rate of profit should ever be before us because "General Overhead" keeps marching on just the same. There may be some businesses where increases in gross sales will reduce your overhead, but this is not generally true in the commercial stationery business. Instead of your cost of selling becoming less in proportion, as total business increases, costs remain high, and, with a great many of us, are increasing to an alarming degree. Let us therefore think most of these questions from this angle.

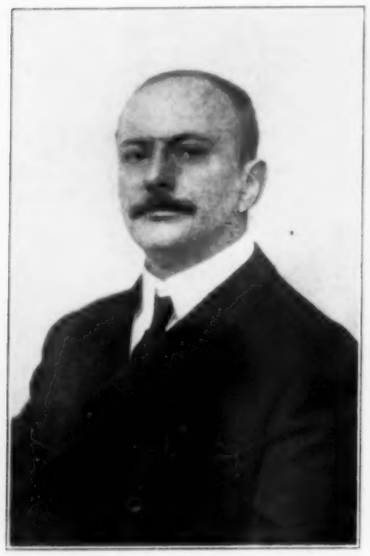
Question No. 1.

"How do you keep your 'Want List' of Miscellaneous items?"

3. Do you believe in the selling value of merchandise in special boxes, displays, etc., on counters? Give examples.

7. How have you your store arranged as to the different classes of merchandise? What classes of goods should be together, etc.? Give your suggestions and ideas.

These questions were not answered in a satisfactory manner. In fact there were no answers at all to question No. 2. As this is trespassing on Mr. Bellman's contest for the "Best Selling Display," it is perhaps well that we pass these questions entirely, except to say: The consensus of opinion was that there is great selling value to the display of merchandise in boxes, trays, cabinets, etc., on the tops of tables or on counters. Manufacturers in a great many lines realize the unusual opportunity here presented and offer many excellent helps. It is only fair and right that the stationers should cooperate and make the most of these displays. The use of the tops of tables for showing miscellaneous articles is almost universal and this form of display disposes of more goods than in show cases or on shelves. Methods of display so carefully planned in the five and ten cent stores are worth careful study by retail merchants everywhere.



W. H. Brooks, Director from the Stationers.

Edwin I. Baer, Canton, Ohio, Chairman Committee on Miscellaneous Items.

H. W. Stacy, Director from the Stationers.

There seems to be an even division of opinion between the keeping of "Want Lists" in books, and a record of the items needed to be ordered, on slips or cards.

From a careful examination of all of the answers the best suggestion is to use ordinary 5x3 index cards or slips, and have the same turned in to the buyer so that they can be kept in a tray or box, properly indexed. These slips, when examined at future times, will give a pretty good idea of the average amount of sales of a particular article.

One point, which most overlooked in answering this question was the value, not so much of listing the items out and stocks low, but making the slips present a record of miscellaneous items which the stationer did not carry. Nowadays the up-to-date stationer's is looked upon as the place to get the unusual items. If you will have your clerks tell of these requests for goods you have not thought of carrying at all, it will be an excellent guide to your selection of stocks in this regard.

Nowadays Commercial Stationers are considering more than ever the profit of departments devoted to the sale of kodaks and supplies, of more fancy goods in leather, brass and stationery; of gift novelties; of phonographs, and of any number of other departments almost foreign to the business, but which can be made profitable should the demand and location of your business warrant.

Questions Nos. 2, 3 and 7.

2. Suggest any new ideas you are using in the display of small wares on your shelves.

Question No. 4.

(a) Should merchandise be marked with cost mark in character and selling price in plain figures?

(b) What plan do you follow?

The great majority of the answers to Question No. 4 were in the affirmative. Stationers as a general rule mark merchandise with the cost mark in character and the selling price in plain figures. Only sixteen use no cost mark and eight write the cost and selling price in character. It seems to be a custom in some of the very large cities not to mark their goods at all owing to their peculiar competition.

A point the committee wanted to bring out was the question of the present unusual condition in the cost of merchandise. Stationers know full well how troublesome and annoying it has been with the many recent changes in prices. Would not it be betteer to make convenient retail price schedules, on cards or in books, conveniently placed in the various departments? As no answers were received along this line the Committee can only make this suggestion.

Question No. 5.

"What is the value of placing your own label in books, on boxes, and on miscellaneous items?"

It seemed an almost unnecessary question as almost everyone agreed that labels are the best sort of advertising, only seven answering absolutely "No." A great many suggested that the labels were offensive to customers and a few were

There's a Reason Back of MultiKopy's Great Popularity

All the advertising and trade boosting in the world will not make an article the best seller in its class unless that article possesses real merit.

It is QUALITY above all else that makes MultiKopy "the world's best selling carbon paper."

The public knows that MultiKopy is a "quality-product." MultiKopy means satisfied customers because its copies are permanent, sharp, clean, clear and non-smudging. Stock MultiKopy and you will attract to your store the best possible kind of customers.

Do you know that MultiKopy sales are insured? Do you know *all* the facts about our Definite Guaranteed Selling Plan? May we tell you?

Our Star Brand Typewriter Ribbons are guaranteed to give 75,000 impressions of the letter "a" or "e" without clogging so as to show on the paper.

F. S. WEBSTER COMPANY

338 Congress Street **Boston, Mass.**

Address all letters to Home Office

New York: 114-118 Liberty St. Chicago: 14 N. Franklin St. Philadelphia: 908 Walnut St.
Pittsburgh, Pa.: 830 Park Building

TRADE MULTIKOPY MARK

Carbon Paper

of the opinion that manufacturers should be given the benefit of their own advertising; in other words, on an advertised article the name of the manufacturer should not be covered.

The value of your own imprint can not be too highly appraised. Your committee appreciates that manufacturers as a general rule prefer to sell regular rather than imprinted goods. On the other hand stationers have the advantage in the repeat business they would not otherwise secure. A plan which can not be objected to by anyone and which should be followed generally, is the use of boxes bearing your own label whenever possible. Gummed tape for parcels is now pretty generally used making not only a neat package and a good advertisement, but it is an article you can sell, particularly as tape machines are now made to sell at a popular price.

Question No. 6.

"How often per year do you 'turn over' your stock of miscellaneous items?"

Answers:

3 turn over their stock once a year.

10 turn over their stock three to four times a year.

11 turn over their stock two or three times a year.

17 turn over their stock three times a year.

10 turn over their stock three to four times a year.

13 turn over their stock four times a year.

3 turn over their stock four to five times a year.

4 turn over their stock five to six times a year.

17 turn over their stock six to twelve times a year.

17—no answer.

13—could not answer.

Only one stationer answered this question completely. In other words, he told the amount of his turn-over figured on the **cost value** of the stock. This question was put mainly to show the extreme importance of improvement in your methods of bookkeeping.

Your journal should shaw such comparison of sales so you can tell with the least amount of trouble which class of merchandise is moving the best. Just to say that you turn over your stock of this or that item so many times a year without making proper comparisons, is only deluding yourselves. This great question of profit comes in very strongly here. There may be some classes of miscellaneous items which do not carry a large discount from list but really do yield a sufficient profit, if you take into account the advantage of quick turnovers. Always bear in mind, however, your general average cost of doing business.

The correct way to figure turnovers is to divide your year's sales figured at cost price by your average stock on hand, or divide total sales at retail price by retail value of stock. As most of our miscellaneous stock moves often, it is good business to foster, of course discontinuing unprofitable and slow lines. Buy from as few concerns as possible and keep stock to as low a limit as possible.

Question No. 8.

"Do you handle as a department, or to any considerable extent, the class of goods such as those manufactured by the Dennison Manufacturing Company?"

This was asked to call to the attention of the stationer the great advantage in selling shipping labels, tags, gummed labels, bank supplies, wrapping paper, twine, cardboards, etc., as supplied by this company and similar specialties and supplies produced by a host of our manufacturer members. These are surely miscellaneous items that the stationers should carry in stock as the profit is good and in nearly all instances they decrease sales of other staple merchandise. A great many dealers find it to advantage to carry such articles as mailing tubes, and cases, gummed tape, tape machines, drinking cups, tissue towels, flash lights, electric desk lamps, auto road guides, photo albums, bibles, pencil sharpeners, and the many other new and novel items. We should study the catalogs of those specialty houses and increase the variety of stocks constantly being brought to our attention.

Question No. 9.

(a) Do you sell Time Stamps, Check Protectors, Check Writers, Adding Machines, Typewriters, Telephone Brackets, Addressing Machines, Duplicating Machines, Change Makers, Coupon Cutters, Check Cancelers, and like mechanical devices?

This question was answered as follows:

28 carry Time Stamps, 43 Check Protectors, 21 Check Writers, 10 Adding Machines, 10 Typewriters, 41 Telephone Brackets, 5 Addressing Machines, 27 Duplicating Machines, 20 Change Makers, 20 Coupon Cutters, 3 Check Cancelers, 11 E. W. P., 1 Package Sealers, 1 Stamp Machines. 22 answered "yes" to all and 32 "no" to all.

(b) Give your experience, and would you recommend stationers carrying above articles? Do you think the discounts now allowed are sufficient? Please make your reply specific, using additional paper for your answer if necessary.

Answering question 9-b many suggest the employment of specialty salesmen as the best way to handle such a department; while fifty-seven say "Discount too small."

Whether or not the sale of "Office Machinery" is a good thing for all stationers is a question for much debate. There is no doubt in the minds of this committee that a great many of these items should be carried, particularly those which require no technical knowledge to sell, as telephone brackets, change makers, check cancelers and similar articles. On the other hand the sale of check protectors, check writers, adding machines, envelope sealers, etc., where the device is complicated, unless you have a specialty man who devotes his time to these devices, the stationer had better say, "Hands Off."

There is no general rule as to the rate of discount. Some manufacturers are very liberal but others do not allow an

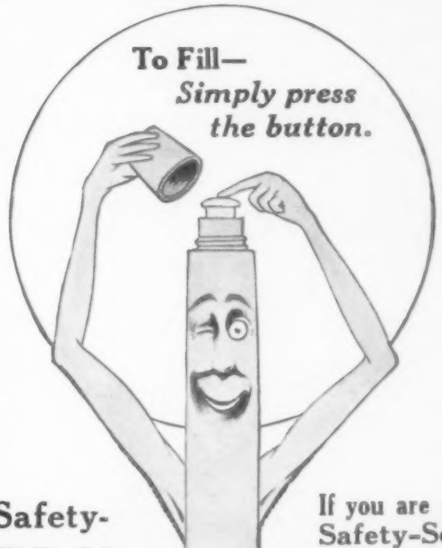
George E. Damon, Director from the Stationers.

C. A. Stevens, Director from the Stationers.

Chas. H. Crocker, Director from the Stationers.

The Gift Your Customers Will Give—
A Parker Safety-Sealed Self-Filler

No. 14. Sterling Silver--Price $5.00. Name plate for engraving monogram or initials. 18 Karat --same- $6.00. Fitted with ring for chain attachment. Exclusive design. An especially appropriate gift. Handsome case with each pen.



No. 70. Collapsible, price $12.50. Unique. Beautiful. Both cap and barrel covered 18Karat Gold Plate. Monogram engraved on end of cap looks stunning.

There will be more Parker Safety-Sealed Self-Fillers given as Xmas Gifts than ever before—

If you are not already handling the Parker Safety-Sealed, now is the time to place your order for supplying the holiday trade in your neighborhood.

Why? Because your customers know that in the **Parker SAFETY-SEALED** they get the highest developed fountain pen in the world.

The only pen with **no holes in the wall** for ink to escape on the hands, clothing, fine linens, dainty purses. Carried in any position—can't leak—it is **SAFETY-SEALED.**

In case of accident to filling mechanism, it automatically changes from a self-filler to a non-self-filler and is not put out of commission as would be the old style **"hole-in-the-wall"** type. Fills itself in 2 seconds by merely pressing a concealed safety - sealed button.

PARKER
LUCKY CURVE
SAFETY-SEALED
SELF-FILLER

It is the only perfected fountain pen for the business man or woman, students, scholars or travelers, boys at the front and abroad, for milady's desk or purse.

Naturally it is the only pen your customers would think of giving as a Christmas gift. It is the only fountain pen they would use themselves.

Introduce the **Parker SAFETY SEALED** to your customers this Christmas—make a special holiday display of Parker Pens in Christmas boxes. All sizes—$2.50, $3, $4 and $5.

If you want to participate in the profits of supplying the holiday demand for **Parker Safety-Sealed** in your neighborhood, do not put off sending your order. Write or wire us today.

PARKER PEN CO.
192 Mill St., Janesville, Wis.

No. 20. Bakelite Transparent Barrel, $3.50

No. 24. (No. 4 gold point), $4.00.

Emblem Pen, Various Orders 18 K. Price $6.00. Solid gold, $10.00.

No. 23½. Price $3.00.

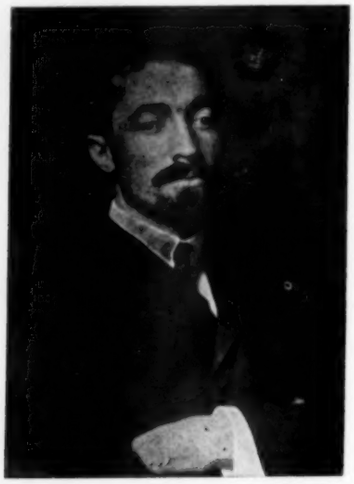
No. 21½. Two Gold Bands, $3.50

No. 20. Price $2.50.

Parker National Advertising

Pages, halves and quarters, in Saturday Evening Post, Collier's, Youth's Companion, National Geographic, American Magazine, Cosmopolitan, Red Book, St. Nicholas Magazine, etc., are used all the time, creating all year round business for the 15,000 Parker Dealers in all parts of the country. There is room for you if you get in now.

adequate discount, as they charge the stationer with too much of their selling cost. If it is possible, this committee would like to see a recommendation asking for an improvement in this line. It is only fair, however, to take into account in each case, the character of the device, the selling cost, and the expense the manufacturer has in co-operating with the stationer, etc. In discussing this question we should not for-



Richard B. Carter, Director from the Manufacturers.

get the unusual cost of demonstrating, selling, and advertising mechanical appliances for use in offices. It is much out of the ordinary and each one has a problem all its own.

Question No. 10.

Should merchants make a "service" charge for delivery or where order is out of ordinary?

The answers are almost evenly divided as to the question of "service charge." If you mail or express a package to a near-by city, unless it is over a certain amount, which you have prescribed, you expect your customer to pay the carriage charges. How about delivery several miles out in the suburbs in your own city or where you have to send a messenger with a very small package, at the request of an urgent customer? Suppose you have to deliver a metal safe or a large amount of furniture, have you taken into acount the extra cost to you of putting in place this merchandise? The best solution of this problem would seem to be that an extra charge should not be made except in special cases, but that it would be far better that your selling price include the extra expense. This question should remind you of the discussion recently started, when certain manufacturers made an extra charge for parcel post shipments where the order was under a certain amount, and which was strenuously objected to by stationers. There should be some solution to this question as it is not fair to make some customers bear the burden of others, where the deliveries are such that they make us extra expense, and "What's fair for the stationer is fair for the manufacturer."

Question No. 11.

"Do you approve of the gross, dozen and single pricing policy, each being one-tenth of the larger quantity? Is the profit to the dealer entirely satisfactory under this plan?"

Sixty-five answered "Yes." Thirty-one "No." This is right along the line of the discussion of question No. 11, but with such a divided opinion it is not possible for the Committee to make a recommendation. If the single cost were doubled and taken for the selling price of single items, then multiplying by ten for the dozen and ten times the dozen for the gross prices, it would seem to be fair and right, but you must remember that this means a profit on the cost of 50 per cent for the one piece, dropping to 40 per cent in dozens, and only 33 1/3 per cent by the gross (on the cost).

We should stop to consider the possibility of exceptions to such a rule. Let us think of our friends, the manufacturers, they are anxious for large distribution, their business is different from ours, and where great quantities of merchandise can be sold a much better profit results. The most comprehensive discussion on this subject is contained in an article by Mr. Irving P. Favor, which appeared in "The American Stationer" May 23, 1914. Some of the most important paragraphs are here repeated for your consideration.

"It seems to the writer that the 'multiple of ten' system tends to prevent a dealer obtaining all the profit which he might obtain from his business. I believe the **'discount** of ten' is a more profitable system for the retailer to use, and is quite acceptable to the usual buyer at retail.

"The purchaser when he asks the price of an article and is told 10 cents, is usually perfectly satisfied to get a **discount** of 10 per cent when buying in the dozen quantity, and a sale on that basis yields the dealer $1.08 for the dozen instead of $1.00, or just 8 **per cent more.** If the purchaser asks for a price by the gross, and is told that a **further** discount of 10 per cent would then be allowed, he usually feels that he has been well treated, and the dealer fares still better in his profits, the increase then amounting to **over sixteen** per cent.

"The **'discount** of ten' system is the system in use in England, the land of conservative business, where price cutting is not indulged in to any extent, and where retail dealers never think of getting less than the manufacturer expects them to get. In America it seems to be different, and it has become the custom here to sell goods on a close margin, just to swell the overturn. It is more difficult to change a custom than to change a law.

"When we do a thing because it is the custom we seem compelled by some influence to follow the custom, but customs change, though not at once.

"A year ago all the large hotels in New York decided to change a custom and they have done it. It had been the custom to make no charge for bread and butter with meals, but the increased cost of these articles became a heavy drain and they decided to charge in the future ten cents for bread and butter. The change was mentioned in the newspapers, and commented on, and many said it could not be done. But it **has** been done.

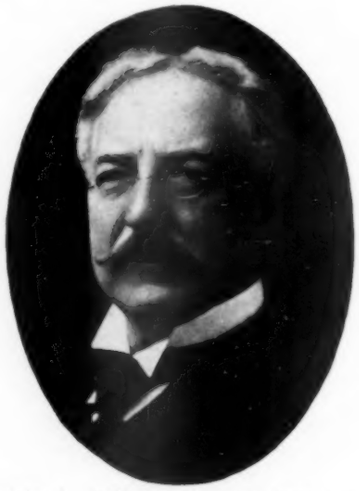
"If one line of trade can change the custom, to increase their profits, other lines of trade can do likewise.

"Why should not the stationery trade make it customary to sell goods on the **'discount** of ten' system, instead of the 'multiple of ten' and thus swell their profits in a manner fair to everyone concerned?"

Question No. 12.

"Do you believe the change from a unit of one thousand to the unit of one dozen is in the right direction, or do you prefer the opposite of this policy?"

To this question, of those who answered, thirty-five say



John L. McMillan, Director from the Manufacturers.

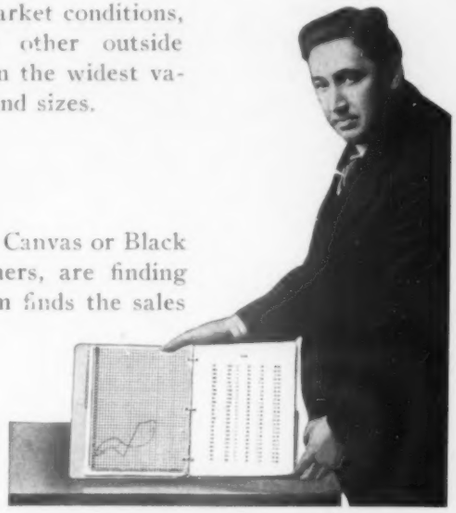
"Yes," and twenty-five "No." By the way, 125 answered. This question was not generally understood, and most often stationers did not answer at all. How do the manufacturers feel about this problem? Does the association desire to make a general recommendation which will cover all lines? Your committee does not feel sufficiently informed, and must refer the proposition to the association or ask that the question be discussed by the successors of this committee.

EDWIN I. BAER, Chairman.
E. Y. HORDER.
JOHN T. BAILEY.

LOOSE I-P LEAF

Price and Memorandum Books

Irving-Pitt price and memorandum books are known to users and dealers the world over for quality, utility and durability. Dealers find them easier to sell, and more profitable to handle. Their prestige increases daily, because their quality and serviceability are built into them regardless of market conditions, competition or other outside forces. Made in the widest variety of styles and sizes.



Ring Binders

Irving-Pitt Ring Binders, bound either in Full Canvas or Black Cloth with Imitation Leather Back and Corners, are finding new uses daily, and the dealer who stocks them finds the sales that result from their popularity with the users. These ring binders have stiff substantial board covers and will give the kind of service that brings repeat orders. The range of styles and sizes is complete.

Ledgers and Post Binders

Irving-Pitt Ledgers and Post Binders are designed and constructed with a view to quick operation and long service. The latest and most improved methods are used in their manufacture, and they are backed by a guarantee so liberal that dealers never fail to gain prestige by selling them.

Stock and Special Forms and Devices

The Irving-Pitt policy is to carry heavy stocks of goods at Chicago, New York and Kansas City, so that dealers will receive the best possible service. The majority of shipments are made the day orders are received. Special forms and devices can be made in the shortest time that is consistent with the Irving-Pitt standard of workmanship. Work that sacrifices quality to the time element is not sought, since long experience has shown that it is unsatisfactory to the manufacturer, dealer and user.

Irving-Pitt Manufacturing Company

Kansas City, Missouri

"100% Concentration"
—*A Globe-Wernicke Advantage*

GLOBE-WERNICKE has perfected a new swift-running, noiseless, frictionless steel slide extension that eliminates all waste of the office man's time and energy in using his files.

The Globe-Wernicke user is oblivious of everything except the papers he is consulting. He thinks of nothing but his work. Globe-Wernicke Filing Equipment makes possible 100% CONCENTRATION.

2041 Wood Vertical Letter File

What does "100% Concentration" mean to the Globe-Wernicke Agency?

It means *More Sales*. It means that the Globe-Wernicke Line is the most efficient in service, the most desirable, the most wanted.

It means *More Satisfaction*. It means that the Globe-Wernicke Line repeats more surely, pays you a profit more often, gives you the leadership in your field.

"*100% Concentration*" is something *Big* to sell a man—something vital and compelling. It should increase your net profits during 1917.

THIS IS TRANSFER TIME! Now is the time to feature Globe-Wernicke Transfer Cases—the biggest and most economical line in the world. Display them in the store, in the windows and in your advertising. *Now!*

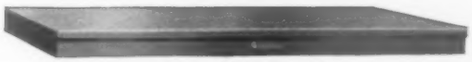
The Globe-Wernicke Co.
Cincinnati

Makers of "100% Concentration" Filing Equipment.

Wernicke

Office Equipment

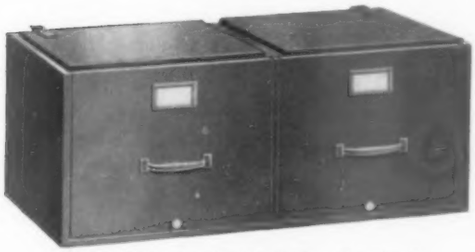
ENDURE



S-3317-T (Top Section)

S-3317 C I. 35 (3x5 Card Index)

S-3317 D. F. (Document File)



S-3317 V. C. (Vertical Cap Section)

S-3317-B-9 (Sanitary Base)

A Lesson in Space Economy

WHERE office rents are high and floor space is at a premium the 33-inch Steel Horizontal Sections solve an economic problem. A stack of 33-inch sections, 17 inches deep, as shown on this page, requires but a space of 33 inches in width and 17 inches in depth, and the units can be built up to the ceiling. A safety device interlocks each section with the section above it. They are rigid, fire-resistant, dust-proof and run on the new, easy-opening, silent side extension slides that make "100% Concentration" possible.

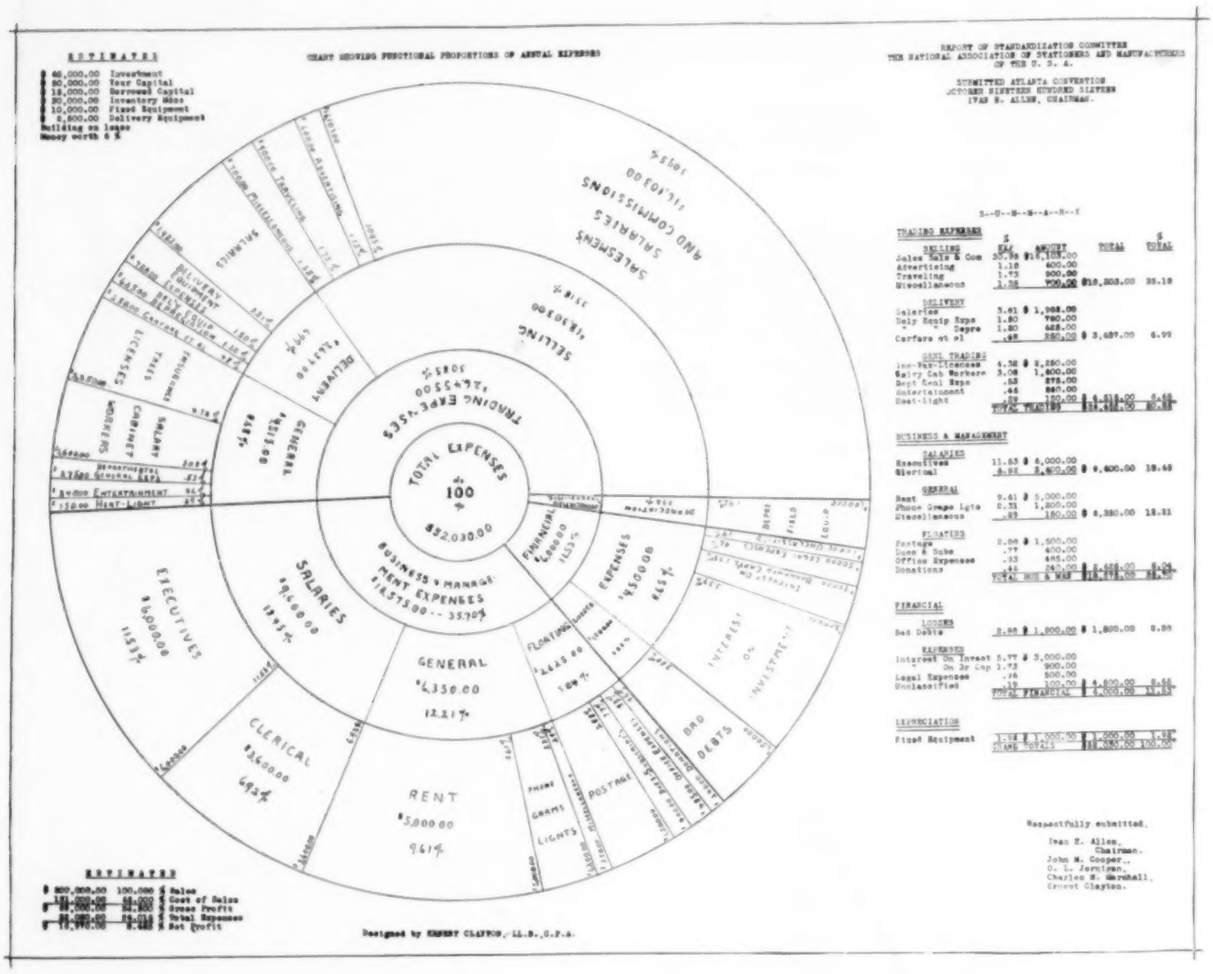
The upright pieces, the cross pieces, backs and shelves are welded into virtually one piece of steel, and form a rigid, strong, substantial cabinet that is built-to-endure, and more fire-resistant than has ever been placed on the market heretofore.

The Globe-Wernicke Co.
Cincinnati

Originators of ***Sectional*** *Filing Equipment.*

STANDARDIZING COMMITTEE MAKES SUGGESTIONS

The same committee who made a report to you at San Francisco have continued that work, and I believe we have it in such shape that it will be of more service to you than if it were in writing. We have prepared a pictorial statistical circle, based not on any particular person's business, but we have tried to make it a thermometer of the general stationery and allied lines of business on the average, with average expenses, etc., so that you may take it home and check it with your business. It is estimated on a business with an investment of $65,000, of which the capital is $50,000, and you are borrowing $15,000 at six per cent. You have a fixed equipment expense of $10,000 and delivery expense of $2,500. It is estimated that with that you should do $200,000 in sales, and that the cost of merchandise should be $131,000; that you should make a gross profit of $69,000, with a total expense of $52,000. That on that you should make a net profit at the end of the year of $16,970. We have in the center here the total expense of this ideal business. It is hardly a bogey, to you gentlemen who are familiar with golf, but it is more of an average business. It is not the most successful business, nor is it the unsuccessful business, but we have grouped together the statistics that we have gathered from these lines of business represented in this convention, and have taken the general average. On this capital and inventory your expense should be $52,030, your trading expenses should be $26,450, which represents 50.85 per cent. Of that, the selling expense, which is the salesmen's salaries, commissions, etc., should be $18,303, which is 35 cents out of every dollar. The next largest item is the salaries of the executive and the clerical force, $9,600—and the executives' salary should be $6,000, which is eleven and a fraction. The clerical should be 6.92. The general expense should be $6,350, which is 12 per cent, and under that there comes rent, which should be $5,000. You should not pay more than 9.61 cents on every dollar for rent, and you can check it up with your business and see if you are paying more than this average or less. The financial expense should be $6,000, and in the second circle here you have losses $1,500, which is 2.88 per cent. That gives you interest on your investment, and bad debts, and interest on your borrowed capital, your legal expenses, and unclassified, and depreciation of fixed equipment. We have presented this information in this shape to save the time of the convention, and at the same time have something you could in your leisure moments check over and see how your business compared with it.



This diagram is explained in Mr. Allen's report, which is given on this page.

(The diagram shown by Mr. Allen and distributed to the convention is shown on this page.)

IVAN E. ALLEN, Chairman.

REPRINTED BY REQUEST

"Inasmuch as a good many people are making the assertion that an inferior grade of ink is being placed on the market by large ink concerns, due to the scarcity of raw materials, now is the time for you to strike hard and forcibly with your Davids' Electro-Chemical waterproof ink and all classes of ink, which speak of nothing but quality and superiority."—*I. B. Spiers, Bell Book and Stationery Company, Richmond, Va.*

ALL right, then, Mr. Spiers, here goes.

First. We never used a substitute in the preparation of our inks and adhesives. Whenever we were unable to obtain certain raw materials, *we simply ceased making the article in which these raw materials were necessary.*

Second. We have been making inks and adhesives since 1825 and could never stake our hard earned reputation on any substitutes. *The mere fact that we have been in business for over 91 years in itself speaks volumes for our products.*

Third. Here are the leading products themselves. If you were a consumer of inks, and these facts were laid before you, you would buy Davids' Products as enthusiastically as you energetically sell them.

FOUNTAIN PEN INK—There are our Silk Filtered Perfumed Fountain Pen Ink and our Electro-Chemical Fountain Pen Ink (not perfumed).

These two fountain pen inks are made to flow easily through the pen. They are silk filtered, so that they are clean, free from sediment and free-flowing. But they are more. They are permanent and waterproof, and safeguard any and all records written with them.

GENERAL WHITE PASTE—Made from the pure potato extract called Dextrin. It is preserved so that it will remain sweet smelling and effective without moulding or turning rancid, to the very last brushful.

SEALING WAX—We can make sealing wax of any color, any grade, and for any purpose. Give us your sample and we'll quote you our price. Tell us your specifications and how much you would care to pay and we'll make up a sample for you. And we'll guarantee a better wax at a lower price than can be gotten elsewhere.

ELECTRO-CHEMICAL WRITING FLUID—A blue-black writing fluid made from the pure alleppo nut gall (the strongest of all the nut galls) and iron solution, which means that its fundamental base is of the best. It is so filtered that there can be no sediment to clog the ink-well or pen. It is so treated that it is permanent and waterproof. Its specific gravity is four, which means a firmness of body and an absolute and uniform consistency.

GIBRALTAR MUCILAGE—A pure gum mucilage. It works effectively and cleanly. It is filtered to remove all sand and bark that must necessarily result from its manufacture. There are two other grades—Security Mucilage, the cheaper one, and Extra-Adhesive Mucilage, the better one.

ORIENTAL CARMINE — Compare our Oriental Carmine with the other red inks you have on your shelves. Hold it up to the light. See how clean and clear it is. It is so treated that it will retain its color, suspension, and uniformity for years. It is filtered and will not "shred off" or contain any sediment whatever. No better red ink can be found anywhere.

We shall be glad to send you samples for your own examination and test. We shall be glad to send your customers samples, upon request from either you or them.

Get in on the lion's share of the business by pushing Davids' Inks and Adhesives.
Our catalog, price-list and advertising matter are yours for the asking.

Thaddeus Davids Ink Company, *Incorporated*

NEW YORK and CHICAGO, U. S. A.

MANUFACTURING WRITING PAPER TO SUBSTANCE NUMBERS

Address By Mr. Naylor, Secretary Writing Paper Manufacturers' Association.

On October first the manufacturers of writing paper began making all of their mill production to substance numbers. It is because of this change in the principle of production that your president has asked the Writing Paper Manufacturers' Association to send a representative to your convention to explain to you what this change means.

This has nothing to do with price and does not affect price, it being purely a mutual understanding proposition.

As there is truly nothing new under the sun, so this change is not new, but merely the adoption of an old principle of production, that of standardization of product. But to show the reason for this change one must appreciate that it has come, like many other changes in manufacturing, as a correction of abuses, which have gradually arisen through years of practice. This manufacturing to substance numbers is simple and far from radical. Its simplicity, however, has been considerably clouded, and still is in the minds of some, through custom. There are many people, who are so conservative, that were the world made of such, we should still be most primitive. This change in the principle of production is so elemental, so simple, so desirable, that the wonder is that it was not adopted long ago by the writing paper manufacturers.

You have all been accustomed to buying writing paper by the pound. With the universal desire to have things different or individual, your customers have wanted special weights for no particular reason in many cases, except just to be different. You accepted the order for an unusual weight and either as a jobber or through a jobber the order was placed with the manufacturer, who, with characteristic accommodation, accepted the order.

This brings us to the fundamental manufacturing principle, which has been the root of all evil and which root is now dug up and cast out by the adoption of the proper principle of manufacturing only to substance numbers. You all are familiar with a paper making machine and know how the wet pulp passes over the wires, becoming drier as it moves, finally to be a sheet of paper. The weight of the paper is largely determined by the thickness of the pulp, as it becomes paper, an exceedingly delicate process, requiring often several hours of adjustment so that the flow of pulp or "stuff," as it is called, will be just enough to make a certain weight of paper. The width of the paper on the machine is determined by rubber deckles between which the "stuff" runs in becoming a sheet of paper. These are the two basic operations the manufacturer has had to consider in accepting an order for a special weight of paper.

Having accepted the order the manufacturer proceeded as follows: First it took a considerable while to get his machine ready. Then, of course, the order hardly ever has been for a sheet the full width of the machine, so the deckles were moved together. An hour or more was spent in adjusting the quantity of pulp or "stuff" as it came over the machine, so that after a considerable time the machine was ready to run the order for a special weight. What was the result? For the manufacturer he had lost several hours in getting ready to make the order and in the clean-up afterwards; since the size of the sheet was not for a full width of the machine there had been part of the machine moving and making nothing, and the profit had in no way compensated him for the time, trouble and lost manufacturing energy. As for the customer, he had received the weight and kind of paper he desired, but for his life he couldn't have told the difference between his sheet and the regular sheet, which he wished to avoid, without Leunig's paper scales and Cicero Smith's Micrometer. The ultimate consumer could not tell this slight difference in weight and had no reason to care for or to need any paper, except those of apparent variation in weight.

Through the years of custom the manufacturer and jobber became used to a great many weights, so that the regular orders or production of the mill were for an unreasonable variety of weights of paper. Neither the manufacturer nor jobber was profiting by this; in fact there was a decided manufacturing and merchandising loss. Of these various weights, however, there are certain ones which are desirable, and, therefore, the manufacturers of writing paper decided to make only these distinct and standard weights or substances and to eliminate all others, which were a result of caprice or fancy, yielding through the years to custom.

This then is manufacturing writing paper to substance numbers. It is the standardization of the product to certain definite and established weights. It is in line with all similar efficient modern methods of simplifying and standardizing production. A moment's thought will show one that it is not only basically desirable, but absolutely necessary. It is fundamental in principle, and, like all fundamentals, is not in the least complex.

The result of the adoption of this principle as a trade custom by the writing paper manufacturers is that each has a definite and not a variable weight production. The paper-making machine is now adjusted to make a standard weight, and the deckles are moved to the full width of the machine, so that full capacity production is always obtained, and the machine can make a large quantity of the standard weight for stock. There is no loss of time and production by frequent adjustments and clean-ups for special weights, and no loss of energy by making a special size on only one-half of the machine. All orders can now be filled from stock.

Since the mills are making these standard substance weights or numbers, the jobber or buyer must adjust his buying accordingly. Because of the variation in quality there are three groups of numbers—those applying to ledger paper, which have 7 substance numbers; namely, Nos. 20, 24, 28, 32, 36, 40 and 44; those applying to Bonds and Linens, which have 4 substance numbers; namely, Nos. 13, 16, 20 and 24; and those applying to Flat Writings, which have 5 substance numbers; namely, Nos. 16, 20, 24, 28 and 32. Where paper used to be purchased on the pound basis it will now be purchased on the ream folio basis; that is, a ream of paper with a substance number folio size (17x22) weighs the same number of pounds as the substance number. Substance numbers, in other words, mean pounds to 17x22; i. e., 17x22—No. 13 is 13-lb. folio; No. 16 is 16-lb. folio; No. 20 is 20-lb. folio, etc. The number in any other size is to the folio basis; i. e., 17x28. No. 28 is 28-lb. folio and 19x24. No. 16 is 16-lb. folio, etc. That is all there is to this simple principle.

As with all changes there are bound to be certain adjustments, which must be made from the former to the present method. The mills, although now manufacturing to substance numbers, have on hand some stock of the old variable and unstandard weights, which until consumed will be shipped on the old basis. All papers made after October 1st are being stenciled with their respective substance numbers and will temporarily also carry the nearest substance ream weight. New orders for bonds and linens, flat writings and ledgers are now being entered and manufactured only in conformity to the adopted list of 9 substance numbers; namely, Nos. (or equivalent pounds folio to the ream) 13, 16, 20, 24, 28, 32, 36, 40 and 44. Intermediate substance numbers carry the same ream price as the next higher number. On substances below No. 16 the Trade Custom No. 17 of the Association governs and reads as follows:

"For weights lighter than basis sixteen pounds 17x22, 500 sheets, an additional price to be charged. All bond and writing paper basis 15, 14, 13 pound folio to be charged for at ream prices, 16 pound basis."

In order to provide a clear means of ordering from these former odd weights, the Association has distributed among the trade a table showing actual weights (figured to the ½ lb.) of standard substance numbers. The list is not as yet complete, as additional sizes will have to be added to fit looseleaf ledgers and other sizes may also be added from time to time; but for all present purposes the table is satisfactory. Soon numbers will have become as familiar to the mind as weights, but until that time this list, as published by the Association, may be consulted in making out specifications. If, for example, you are buying 17x28 36-lb., you can find on the list the nearest weight which is 35.5, which is in the column under substance number 28; therefore, you will order 17x28, No. 28. In ordering odd sizes all that is necessary is to determine the folio basis desired, and then specify this folio basis or substance number with the size of the sheet and number of reams desired.

While this change may seem in certain aspects to be complicated, yet it is not and when the mills have disposed of all the odd weights, as formerly made, and are selling exclusively from substance numbers, it will be a very simple matter to state the size and number, and then always get the standard weight for that number. Reams will be marked, for example, 17x22-20, which will be substance No. 20, and all other sizes made on the same basis of weight will also be called number 20; thus we shall have 17x22, 20-lb. or No. 20, 17x28, No. 20, 19x24, No. 20, etc. The 13, 16 and other folio basic weights will be similarly handled.

This uniformity and standardization of weights will be of great value, for instance, to the printer. It will make it very simple for him to order other sizes of paper to match exactly

The Tatum "Gems"

BETTER THAN MEMORY

THE "GEM"

TRADE MARK REG. IN CANADA

Why the "GEM" is Popular—

Occupies minimum space; opens like a book, pad 3x3½ inches; pages turned daily, not torn off; has double writing surface; old memoranda preserved; calendar of past, present and future month on each page.

Bases furnished in Black, Japan, Oxidized Copper, Brush Brass and Nickel.

"GEM" SUPERBA

The Christmas "Gem"
A most excellent Christmas gi t. Brass Base—Leather Top Poinsettia Holiday Box.

JUMBO "GEM"

The popularity of the "Gem" Calendar, and the demand for a similar calendar with larger writing surface, has resulted in the production of the Jumbo "Gem," which is in all respects, except as to size, an exact reproduction of the "Gem." The pad is 3¾x6 inches, providing ample writing space.

ADVERTISING "GEM"

A most effective advertising medium. A perpetual advertisement combined with an actual desk necessity.

The Sam'l C. Tatum Co.

Main Office and Factory,
CINCINNATI, O., U. S. A.

New York Office,
54-60 LAFAYETTE ST.

Makers of "The Line of True Merit"

any given folio sheet. He will have the same substance on different sizes to print upon, which is a material matter on finer work. In the past a printer would print a job on a sheet size 17x22, weighing 20 lbs. to the ream. He might, for economy sake, want to print another part of the same job to match it on a larger size sheet, and would order 17x28 or 19x24, or other odd sizes. Under the former manner of manufacture he could have purchased the large size, but it would not have the same weight per square inch as the 17x22 in folio size. It would have weighed either more or less, and would have had a more or less thickness or substance. Under the present method the thickness or substance of any standard number is uniform, for it is exactly the same paper throughout.

This standardization of weights will also be of immense advantage to the blank book manufacturers, because it will now bring all their standard books, like cap, demi, table cap, medium and royal, to the same standard or thickness of paper. Already several leading blank book manufacturers have expressed their satisfaction concerning this standardization of weights of paper.

So it will be seen that this manufacturing writing paper to substance numbers is simplifying first the process of making the paper, giving the mills increased capacity, second the manner of ordering the paper, and third the use of the paper by the stationery manufacturer, the printer, etc. A vast amount of calculating of weights and bases of weights is simplified, as are sample books both in the making and understanding.

Jack Lewis, Southern Representative Joseph Dixon Crucible Company, Chairman of Traveling Men's Night Entertainment.

The question may arise as to whether or not one will hereafter be able to have weights made other than those of the regular standard substance number weights. The answer is that such will not be made by the mills, as all have adopted this principle of manufacturing to substance numbers for one reason to abolish this most undesirable practice of making odd weights, just as they have adopted all other beneficial trade customs. This is applicable to commercial lines, whereas special weights on special lines may be accepted. Some customers may feel that they must have certain odd weights, but after a while they too will be ordering the regular substance weights and will find that the odd weights are after all not a necessity but a mere fancy.

Thus, gentlemen, I trust has been explained to you the reason why the writing paper manufacturers have at last adopted and put into force this simple and primary principle of manufacturing to substance numbers.

* * *

Such addresses as the foregoing speech by Mr. Naylor are among the many events at stationers' annual gatherings, which make National Conventions worth going to. Many stationers no doubt who heard Mr. Naylor's speech received new ideas with regard to the problems which confront manufacturers of writing papers in their efforts to turn out a first-class product so that it can be marketed with profit to the mill and with satisfaction to the trade and the consuming public.

Office Appliances hopes many more such enlightening addresses may be presented at future conventions.

Report of Committee on Files and Office Furniture.

During the year since our last convention, such a change has been seen in business conditions generally and in Files and Office Furniture particularly that the recommendations made by your committee a year ago are not apropos now.

Then there was a sharp competition for orders.

Now the problem is to obtain goods with which to fill our orders.

The unprecedented prosperity which has been vouchsafed the country has led to such a demand for Files and Office Furniture, that the factories are months behind their orders. Prices have been increased several times and the public has met the increases without complaint, seeking only to know when the goods would be delivered.

This does not mean unprecedented prosperity for the dealer, for unless this committee is greatly mistaken, a careful analysis of office overhead, carrying charges and selling expenses would show many of our members that their Files and Office Furniture departments are operated at a loss or at no profit.

The investigations of this Committee show that the present selling method does not permit the dealer sufficient leeway in bidding on large contracts. A concern who is receiving a discount from the list prices of desks and chairs also expects to receive the same discount on filing cabinets, and this is impossible under the present method of prices.

C. A. H. Thom, Chairman Committee on Files and Office Furniture.

Desks and chairs are now listed at a price which permits a minimum discount of 50 per cent with an extra discount in carload lots. If the file manufacturers would adopt this sales policy, it would standardize our catalogues and lighten the labor of the dealer and the purchasing agent.

Your Committee believes that every manufacturer would adopt this sales method if the matter were explained to him. Several of the larger manufacturers have expressed a desire to co-operate with the dealers and your committee feels sure that their co-operation will become general.

Your committee therefore recommends that the manufacturers of files be requested to so change their lists and catalogues as to give the dealer a minimum of 50 per cent discount, f. o. b. factory, with an additional 5 per cent discount on carload lots and asks the adoption of the accompanying resolution.

Respectfully submitted,
C. H. A. THOM, Chairman.
C. C. COPE.
EDWARD BAKER.
LANSING W. WETMORE.

RESOLVED: That the National Association of Stationers and Manufacturers hereby requests that all manufacturers of files change their list prices in such manner as to permit granting the dealers of 50 per cent discount, f. o. b. factory, with a 5 per cent additional discount on carload lots, such readjustment of lists to be made within sixty days from this date.

REMINGTON
WINS SPEED CHAMPIONSHIP

The International Amateur Typewriting Championship at the New York Business Show, October 16, 1916, was won by

Miss Hortense S. Stollnitz

OPERATING A

SELF STARTING REMINGTON TYPEWRITER

Miss Stollnitz made the wonderful record of 137 words net per minute for the half hour. The total number of words written by Miss Stollnitz surpassed every other speed record ever made. And still the limit of Remington speed has never been approached by any operator.

There was no Remington entry in the professional class

REMINGTON TYPEWRITER COMPANY
[Incorporated]
327 Broadway, New York

LEATHER GOODS AND NOVELTIES

The carrying of a line of leather goods and novelties by the stationer if properly handled should prove to be one of the most profitable departments of his business.

To make a department of this kind, however, bring good returns on the investment, the stationer must give it the same attention and study that other departments of his business receive. He must first consider the location of his store, whether he is justified in handling leather in both men's and ladies' goods. If located in the best shopping district, it might be desirable to handle ladies' goods; if not, we doubt if the investment would be a good one, as the styles in ladies' goods change with the seasons and the leftovers and sacrifices in price that must be made are liable to make the department prove a poor investment, whereas if ladies' goods were not handled it might show a good profit.

Leather goods for men to-day can be handled almost as staples, as manufacturers are making lines of one style and running them in sizes from the small card case up to the large wallet. Careful selection of your stock, and above all a stock record, that shows the numbers and sizes moving, and the slow ones, which should be eliminated, will soon put your stock in shape where a profit will be the result.

Brief cases are now one of the staples of the commercial stationer. Keep a good assortment of this item (we would recommend mostly the better grades). A stock record of these should be kept by which you can keep your stock well assorted.

Writing cases, which at one time were considered a holiday

J. S. Bell, Chairman Leather Goods and Novelties Committee.

stock, are now a staple, and here is an idea which may increase your sales on this item. Keep your stock convenient to counter where writing tablets are sold and when a customer asks for a tablet show and suggest a writing case, which will not only take care of the tablet, but envelopes, address book, stamps, etc.

Novelties: What is considered as novelties by one stationer may be staples with others. We take it, however, that this is merchandise which is sold principally at the holiday season. While the sales are better at this time, there is a demand all the year for such items as desk pads, inkstands, calendars, clocks, paperweights, memo pads, trays and other desk accessories (even Frank Bailey's litter of Black Cats and other novelties which his firm sends out occasionally). A fair stock should be kept at all times.

In conclusion, in order to make the leather goods and novelties department profitable: First, study the wants of your trade and make a careful selection of your stock. Second, keep a stock record where possible which will show the items that move and are profitable and cut out the slow sellers. Third, keep your stock clean and display in a manner that will appeal to your trade (dirt and a poor display will not do this). Fourth, regardless of competition put a profit on every item. We would suggest not less than double the invoice cost and in some cases a little more would not do any harm.

J. S. BALL, Chmn., JOSEPH LEROUX, GEORGE A. MULLIN.

PENS AND PENCILS

The subject of Pens and Pencils has been so ably treated a number of times before our conventions that we believe our treatment of the subject should be brief.

At other conventions your attention has been directed back to some very able papers and reports on this subject, but we wish to again refer you to an address on the subject. "The Care of Stock," by Mr. Sam Mayer at the Toledo convention, the report of Mr. Stevens at Baltimore, Mr. Gerry at Buffalo, and Mr. Marshall at Philadelphia.

Business for the past year has been in such condition and under such circumstances that few stationers have enough spare time to exhaust the subject given to any of our committees for investigation. The stationery business in general has been very heavy, and merchandise very hard to get, with prices constantly changing. These statements are true of the pen and pencil branch of the business. So that, taking orders, filling orders, securing stock and keeping prices up to date has been about all a "human" stationer could do.

One matter we had expected to take up, was the twenty-five cent charge by the pencil manufacturers on parcel post shipments. We were relieved of this by the manufacturers seeing the folly of it, and eliminating the charge. Nearly all the manufacturers are in New York City or its environs, and it was difficult to understand why they should make this charge, while at the same time giving free delivery to any point in the city.

In 1908 a resolution by Mr. Gibbs was unanimously adopted requesting each pencil manufacturer to arrange his lists so that the standard discount to the trade would be 33⅓%. This suggestion was followed, and we believe it is the universal opinion that both the trade and the manufacturer have been greatly benefited by it. Conditions now are such that we feel the lists should be rearranged on a 40% basis. The National Catalog has been at work on this matter for some months, and their report gives you the results of their efforts along that line.

The matter of "direct selling" has been brought up several times, but regret to say that the inclinations to discontinue the practice seem no stronger or more sincere than they were a few years ago. Your committee would be glad to have this matter discussed on the floor, and, if possible, have suggested some method of inducing the manufacturers to market their products through the legitimate trade only. The manufacturer gets as much for his product when he sells the dealer as when he sells the consumer, and as the consumption is not increased, why should it be done? Some manufacturers are sending canvassers or solicitors to the large cities. These solicitors make a close canvass, and many times deliver their sales through some small stationer who makes no pretense of maintaining regular prices, or through a "jobber" who sells consumers at wholesale prices. This practice is very discouraging to the regular trade, and we doubt if it returns the manufacturer any real benefit.

As stated before, prices are constantly changing, and, no doubt will continue to do so for some time to come. It behooves us to see that these changes are immediately made effective in our selling prices. "Our Cost" should always be "Present Cost" and not what we paid for the stock on hand, which may have advanced since its purchase. "Cost" should be considered to be the price which we will have to pay to replace the stock should it be sold.

Steel pens are subject to the same conditions and circumstances as pencils, but we hear much less complaint about direct selling. Some large manufacturers have raised their lists so that the retailer will have a better margin of profit, when he sells at list. On a certain well known brand the percentage of profit is increased from 38⅔% to 48.8% on the sale. On another from 36% to 46%. However this has had a bad effect in some instances, where dealers claiming to be jobbers have begun selling everybody at jobbing prices. Nevertheless, the dealer will fare better if he makes his retail price at list, and deviates only when the quantity justifies a concession.

Few stationers handle full lines of drawing materials, and as the chairman of this committee is unfamiliar with the line, the subject has not been taken up.

Respectfuly submitted,

H. J. WANTZ, Chairman.
H. J. STRATFORD.
H. E. von WEDELSTEADT.

LOOSE LEAF DEVICES

This committee has been in session with the Manufacturers at three different times, and has gone over the Loose Leaf Proposition thoroughly. There are a number of changes that they would like to make, but on account of the condition of the market it is impossible for them to do so until things become more settled.

A closer relation is now existing between the Manufacturers of Loose Leaf Devices and the Committee of the National Association, and a number of changes of greater or lesser importance have been effected, all of which are working to the decided advantage of the trade in general.

The Manufacturers of Loose Leaf Devices held a meeting in Atlantic City on August 8, 9 and 10, at the Hotel Traymore, and the Chairman of the Loose Leaf Committee of your Association accepted the invitation to attend their meeting.

The Loose Leaf Proposition was fully discussed, and we feel sure that in the near future the Loose Leaf Line will be standardized both in sizes and prices that will be entirely satisfactory to dealers.

The Manufacturers of Loose Leaf Devices have arranged two committees to work closely with the Loose Leaf Committee of the National Association:

First: A committee on standardization to establish standard styles, grades and sizes of binders and to assist in the simplification of Loose Leaf lines by the elimination of sizes and grades for which there is but little demand.

Frank R. Welsh, Philadelphia, Chairman Committee on Loose Leaf Devices.

Second: A committee on trade relationship to co-operate with the Loose Leaf Committee in establishing better trade conditions for dealers and manufacturers, and, if possible, to develop a plan which will afford a greater protection to the dealers carrying stocks of loose leaf goods from the competition of brokers and printers.

Loose Leaf Ledgers are here to stay, and the only way this line can be made profitable to dealers is to have as few styles and sizes as possible, which will enable him to carry a full line and a larger stock, thus doing away with the expense of small shipments by parcel post or express.

The various ledger outfits on the market are the most serious problem with the dealer at the present time, each manufacturer trying to outdo his competitor, either in price, style, or binding, consequently, the market is flooded with cheap binders, which are of no benefit to either the customer, dealer, or manufacturer.

As a suggestion, we would recommend the following:

Current Ledger Binders in three classes:

Class 1: Grade A—Red pigskin and tan corduroy over double beveled boards.

Grade B—No. 1 red cowhide and best grade of tan corduroy over double beveled boards. In sizes 9¼x11⅞ and 11¼x11⅞.

Class 2: Grade A—No. 2 grade red Russia and No. 2 grade corduroy over heavy single boards without bevel. In sizes 9¼x11⅞ and 11¼x11⅞.

Class 3: Grade A—Red imitation leather and tan corduroy over heavy single boards without bevel.

Grade B—Full canvas with imitation leather corners over single boards without bevel. In sizes 7½x10⅝ and 9¼x11⅞.

Complete outfits built up from Classes 2 and 3.

Size 9¼x11⅞—2nd grade Red Russia and Corduroy.

Size 9¼x11⅞—Imitation red leather and Corduroy.

Size 9¼x11⅞—Full Duck and Imitation Leather Corners.

Size 7½x10⅝—Imitation red leather and Corduroy.

Size 7½x10⅝—Full Duck and Imitation Leather Corners.

Transfer and Sectional Post Binders.

A suggestion made to the Manufacturers several years ago to combine the 5/16 and ⅜ inch posts into one, namely the 5/16 inch for all purposes, I am sorry to say has not been acted upon as yet, and I again strongly urge its adoption, as this use of posts of two different gauges so near alike is a constant source of annoyance and trouble.

While the change would, for a year or two, cause some slight inconvenience, the move, however, is such an improvement that the trade would cheerfully co-operate with the manufacturers to attain this result and undoubtedly the change would meet with universal approval.

It might be arranged that the Trade agree that at an early date all special forms ruled or printed be punched with holes for 5/16 inch gauge posts and all Manufacturers be requested to furnish only posts of these dimensions after that time, and in this way the change would be made with very little trouble.

The suggestion that was made by the Loose Leaf Committee in their report of 1915, in reference to reducing the number of sizes in Ring Book Covers, would suggest that the Manufacturers for the coming year, adopt the recommendations made, as they have proven correct.

As to binding, would suggest as a stock proposition the following:

Price Book Covers—1st Grade—Cowhide leather, with pocket.

Second Grade—Artificial leather without pocket.

Large Ring Binders—Class 1—Bound in full Canvas.

Large Ring Binders—Class 2— Bound in imitation leather back and corners, cloth sides.

We note that the Manufacturers have taken a forward step in the pricing of ledger sheets, the three important rulings which are made and sold in large quantities, bear one price, whereas, the less important rulings which necessarily are produced and sold in small quantities, take a higher price.

Price Book Sheets: Plain should be sold at a lower rate than the ruled. This question has been put to the dealer a number of times, "Why are the plain sheets the same price as the ruled?"

This Committee again recommends that the several Manufacturers adhere to their statement of individual intentions, made in Pittsburgh in 1914, in reference to selling consumers, and in return, we believe that the dealers should support such Manufacturers as are trying to make selling conditions more satisfactory to the dealer. This Committee think it would be better for the Manufacturers not to correspond, or suggest price to consumers, but to refer such communications to the dealer to handle, as we feel that most every dealer now, is in a position to present the Loose Leaf proposition to their customers in an intelligent and satisfactory manner.

We feel sure that the one evil that has done much to reduce the profits on the Loose Leaf Line, is in quoting a discount on Loose Leaf Material, as you will find most every small dealer, as well as large consumer, is aware of the discount the trade is receiving.

We recommend that the dealers and manufacturers bill all goods net.

The Printers and Binders not carrying stock, in many cases, will sell ring book covers and transfer binders at an advance of 10 per cent. He has made regular profit on the printed insertions, and furnished the binders as an accommodation to the customer. This class of trade should be placed on a lower discount rate by the Manufacturers.

Each Manufacturer should publish a standard retail selling price list of Loose Leaf Devices, of only stock sizes; this catalog to be used by the dealer to distribute to his customers, as a catalog composed of stock and special sizes is confusing to the consumer.

As a separate catalog giving prices on all special sizes of binders, sheets and specialties, not given in the retail list.

Suggestion to the Manufacturers: To make a special profit sharing discount of 5 per cent on $500 net and 10 per cent on $1,000 net to dealers who will place an order in one shipment, of assorted Loose Leaf Devices.

FRANK R. WELSH, Chairman.

W. C. BARDENHEUER, C. R. FARGO, GEO. HATCH.

The Midget Binder

is the little orderly of the desk that keeps your papers in line—that cuts out confusion. It takes up less space than an inkwell and it fastens your papers together as securely and as permanently as a magazine is bound. It can be used also for cloth, leather, fabrikoid, and other materials that require permanent fastening.

The Midget Binder operates by a single downward stroke of the lever and has a capacity of 100 wire staples —it makes the best permanent fastening and it is the smallest, most compact machine for the purpose on the market. It is handsomely finished in nickel.

The Acme line of stapling machines and paper fasteners includes the Midget and several other binders. Write for full particulars of the line and our attractive proposition to dealers.

Acme Staple Co. Ltd.

1643-1647 HADDON AVE., CAMDEN, N. J.

Canadian Representative:
Ernest J. Scott & Co., 59 St. Peter St., Montreal

European Agents:
Progress Typewriter Supply Co., Ltd., 8-9 New Zealand Avenue, London, E. C.

COMMITTEE ON INKS AND MUCILAGE

Your Committee at the San Francisco convention made the statement that ink and mucilage selling conditions were satisfactory and we beg to report that from all indications they continue so.

Increased costs of ink and mucilage, however, have been a disturbing factor of the year. Therefore we confine this report mainly to the subject of present price conditions with the hope that when normal prices again prevail they will be so readjusted that inks and mucilage will never again be sold at prices lacking a reasonable profit to the vendors which generally has been the case for so many years in the past. Present prices of inks and mucilage are enormously high—higher perhaps than the public would be willing to pay if they did not understand the cause, and we are of the opinion that they expect to pay considerably less when material for their manufacture again becomes lower in price. Nevertheless, retail prices should never again be brought to the low level of the past and should always be arrived at by a consideration of the cost of selling a commodity of this kind.

It does not seem generally to be realized that the cost of selling inks and mucilage is considerably in excess of selling most other stationery and will amount to at least 40 per cent on the sale, instead of 30 per cent, the amount usually figured for the cost of selling the general line of stationery.

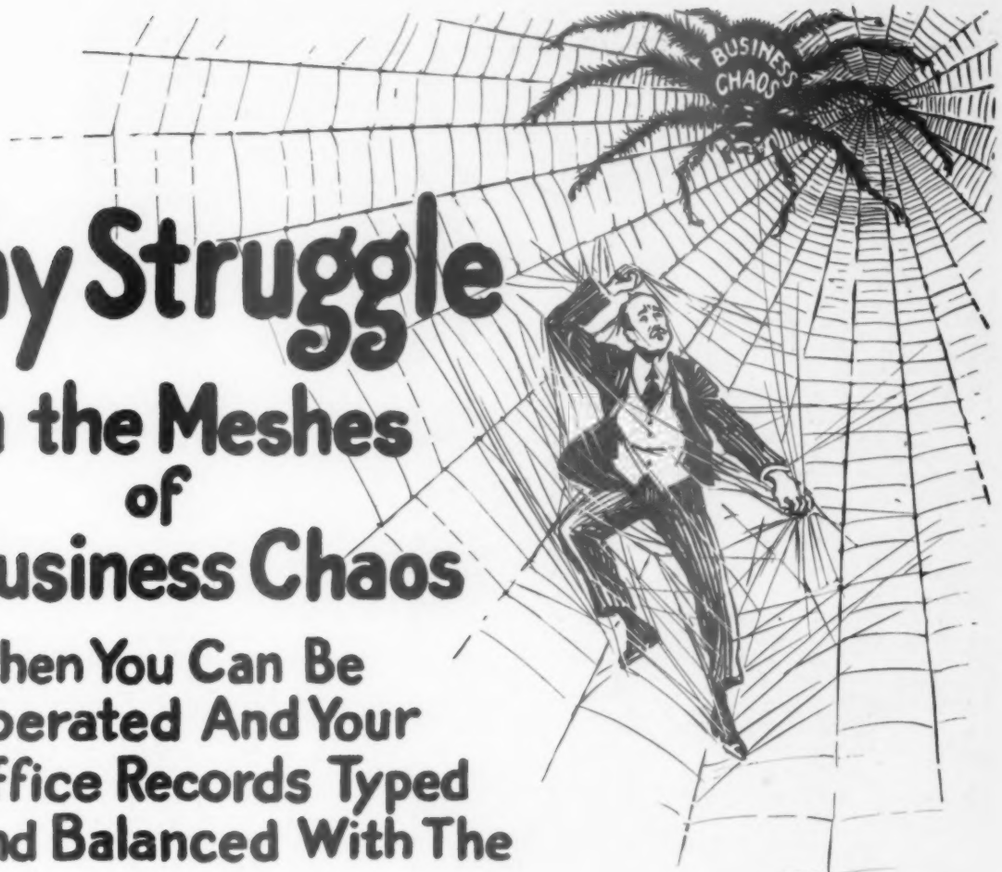
The present suggested retail price for writing fluid is $11.25 per dozen quarts and if its cost is $7.50 per dozen, there remains a net profit of 3 1/3 per cent if figured on 30 per cent on the sale, but as 40 per cent seems to be its actual cost of selling, a loss of 6 2/3 per cent is sustained when sold for $11.25. If $6.75 is its cost instead of $7.50 about 10 per cent will be the net profit on the 30 per cent basis and there will be only a swap of dollars when figured on the 40 per cent basis.

John J. Wood, Member Committee on Inks and Mucilage.

Quite naturally we were unable to obtain a stationer's selling cost of inks and mucilage as a separate item from his other stock, but a number estimated it to be variously from 40 to 50 per cent, and many also agreed that its expense of selling was greater perhaps than on other articles with the exception of box files.

Experts on retail store costs were also consulted and we are convincingly informed that 30 per cent on the sale is a low percentage to successfully conduct the average American retail store and that a stationer's expense would most likely be above this average cost, particularly if many of the articles sold were as costly to handle as inks and mucilage, which we have already mentioned is 40 per cent on the sale.

It is a fact well understood among business men that not 10 per cent of our merchants know what it costs to sell their merchandise and that is why many of them do not succeed, whereas, says Mr. Edward N. Hurley, Chairman of the Federal Trade Commission, in Germany 90 per cent of the merchants are successful because they absolutely know what it costs to sell various commodities and prices are arranged accordingly. With this in mind your Committee endeavors to place before you the items of cost for handling and selling $1,000 worth of inks in small lots during a period of twelve months.



Why Struggle

In the Meshes of Business Chaos

When You Can Be Liberated And Your Office Records Typed And Balanced With The

Underwood Bookkeeping Machine

UNDERWOOD TYPEWRITER COMPANY, Inc.
Underwood Building, New York City.

INCREASE your sales without increasing your stock by handling

BERKSHIRE TYPEWRITER PAPER TABLETS

A small stock of tablets will replace a large number of broken boxes. They will add to your profits by paving the way for other and bigger sales.

Write for samples

Eaton, Crane & Pike Co.
Typewriter Paper Department
PITTSFIELD - MASSACHUSETTS

Freight and rent are variable, depending upon distance and location, but being traceable expenses we find that 36 dozen quarts of writing fluid will weigh 1,950 pounds and when piled up for convenient handling, in the storeroom, will occupy a floor space of 250 square feet, delivered to Atlanta, the city in which this Convention is now being held, the freight bill will amount to exactly $20, when shipped in three lots of 12 dozen each from New York, Chicago and Boston.

Some retail store experts figure rent from 4½ to 6 per cent on the sale while others, including real estate brokers, figure on a floor space basis. Stationers in different parts of the country were also consulted and there seems to be great difference in the rentals, for they ranged from 75 cents to over $2 per square foot for floor space where the goods are sold; from 25 to 75 cents per square foot for the storage space on the same premises. The bulk of ink is usually stored in a least valuable space but considerable shelf space is also occupied for display and the sale of smaller quantities. Therefore we might consider 50 cents per square foot for a stock kept up to the above named quantity would be a very moderate allowance although amounting to $125 per year for storage and display of only a part of the ink and mucilage line.

The other expenses in selling this ink are derived on the percentage of sale and are from very reliable sources. To obtain a basis of sale we find that a good merchant is able to turn over his stock at least two and one-half times a year and therefore the original purchase of 36 dozen quarts should amount to annual sales of 90 dozen quarts which at $11.25 per dozen total a trifle over $1,000 per year, on which we now summarize the various items of expense:

Rent for space assigned to 36 doz. qts.	$125.00	or 12½%
Freight on 90 doz. qts.	50.00	or 5 %
Salesmen's salary, $1,000 sale	75.00	or 7½%
Proportion Manager's salary, $1,000 sale	35.00	or 3½%
Office Equipment and Salaries, $1,000 sale	20.00	or 2 %
Stock Clerks and Porters, $1,000 sale	15.00	or 1½%
Delivery, Equipment and Salaries, $1,000 sale	25.00	or 2½%
Advertising, $1,000 sale	10.00	or 1 %
Heat, Light, Tax and Telephone, $1,000 sale	15.00	or 1½%
Bad Accounts, $1,000 sale	5.00	or ½%
Miscellaneous Expense, including Breakage	25.00	or 2½%
Total	$400.00	or 40 %

In individual cases these items perhaps will differ. In the aggregate we are quite certain they will not be below 40 per cent. Therefore $400 added to the cost of $607.50 (or $6.75 per dozen) equals a cost of $1,007.50 for which only $1,012.50 is gotten back when all of the ink is sold for $11.25 per dozen, netting a profit of only $5 on annual sales of over $1,000 but the profit is undoubtedly considerably enlarged by a good portion of the ink being sold by the quart at $1.15 per quart. These prices are much higher than the public has been accustomed to pay, but if sold for less will certainly lack a profit and a satisfactory profit may only be considered if it were advisable to take the cost of selling at 30 per cent on the sale instead of 40 per cent until the manufacturers are able to again lower cost prices.

We conclude our report by announcing that the trade was informed the early part of the year that manufacturers are abandoning a list of numbers for which there was insufficient demand. This is a subject to which their and the Association's attention has been called by former ink committees and its final accomplishment should be satisfactory.

Finally, we recommend that stationers closely follow the Catalog Commission prices on inks and mucilage, thereby not only bringing retail prices to a uniform basis, but also to one that will assure a fair and reasonable profit on the sale.

The Committee looks with confidence to a reduction in the cost prices of inks when the manufacturers are again able to market it at normal prices.

THEO. A. STEINMUELLER, Chairman.
J. HERBERT WHITE.
JOHN J. WOOD.

Credentials Committee.

Your Credentials Committee beg leave to report as follows:

Members registered	248
Visitors registered	66
Total registration	314
Ladies registered	126
Grand total	440
Cash received from members	$3,700
Cash received from visitors	940
Total	$4,710

Royal Master Model 10
Price $100

Settle It Now—Have A Royal Demonstration Today

If we can sell you a typewriter that will not "scrap" itself in a year or two, putting you through the nuisance of trading-out again—you want it.

If we can sell you a typewriter that does perfect presswork, one that writes on any portion of an index card as clearly as it writes letters, and this without a single extra attachment—you want it.

If we can sell you a typewriter which your stenographer will like and operate better, and one which turns out more work, hour by hour, day after day, year after year, without a visit to the repair man,—you want it.

We can. We are doing it. We've been doing it. That's the reason for ROYAL leadership today.

We're ready any minute to prove to you that money spent in Royalizing your office is the wisest money you ever spent.

Write us now, or phone our nearest branch or agency today.

Write for "Facts About the Trade-Out"—a booklet which tells you why you have been paying too much for typewriters and how the ROYAL can reduce that expense for you. A postal will bring it to you free.

ROYAL TYPEWRITER COMPANY, INC.

Factory—Hartford, Conn. General Offices—364 Broadway, New York

Branches and Agencies the World Over

"Compare the Work"

More Than Twenty Years of

Bushnell's "Paperoid" Vertical File Folder Style V

consistent excellence of product, coupled with broad-scope advertising and introduction, explains why the buying public thinks that "red goods" is synonymous with "Paperoid."

Bushnell's "Paperoid" Expanding Wallets

You, as a dealer, know that not all "red goods" are

Bushnell's "Paperoid"

Bushnell's "Paperoid" Vertical File Folder Style W

If you are not selling "Paperoid" compare other lines with its standard. We are willing to abide by your decision, based on answers to the following questions:

Has any other line of "red goods" been on the market as long as Bushnell's "Paperoid?",

Has any other line been advertised as widely as "Paperoid?"

Bushnell's "Paperoid" Flat Wallets

Has any other line been introduced as extensively as "Paperoid?"

Is any other line as easy to sell as "Paperoid?"

It will pay you to make connections with the Bushnell line of "Paperoid" Wallets, File Folders, Pockets, etc.

Alvah Bushnell Company

DURABLE FILING CONTAINERS

925 Filbert Street PHILADELPHIA
"The World's Greatest Workshop"

REPORT OF BLANK BOOK COMMITTEE

The question of elimination of certain sizes and rulings of blank books, pass books and memorandum books has ever been an important question in the minds of the manufacturers and dealers in the Association. The report of the Blank Book Committee of 1915 stated that as this matter had been pretty well covered as far as the dealers were concerned, it was deemed advisable to take up this matter with the blank book manufacturers and the results were given in the report and in summing up the matter, the committee quoted from a reply of a manufacturer as follows:

"It is possible to reduce the number of sizes in pass books and memorandum books but our action would naturally depend upon our principal competitors."

The committee suggested that the question was of such vital importance to the trade that the blank book manufac-

D. H. Jonas, Second Vice-President National Association of Stationers and Manufacturers, and member of Executive Committee, Wholesale Stationers' Association.

turers be invited to a conference and see if it would be possible to arrive at a thorough understanding of the conditions and in this way arrive at the desired result.

There has been no conference with the blank book manufacturers and the Chairman of the Blank Book Committee, but the matter has been taken up and I quote from statements made by some of the leading manufacturers:

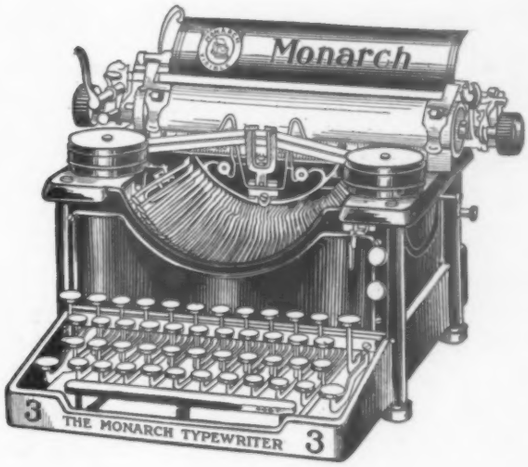
A.—"Regarding the reduction of the sizes and numbers of the blank books and memorandums, would say that we are making practically the same lines we have been making for so many years in these goods, not having found it possible to discontinue lines for the reason that customers continue to call for them."

B.—"We will be obliged to drop a great many popular priced goods, besides we will be obliged to make a great many changes in the way of materials in order to meet the requirements of the people.

"I would suggest that you drop the matter and call us together at the convention early in the game and see if anyone has anything to say at that time.

"I would also suggest as chairman of the Committee that you state to the Association that the manufacturers are willing to do most anything providing it is generally unanimous by the dealer in the way of making less numbers, less thicknesses, etc., but there seems to be a great difference of opinion, as our last suggestion in the way of reducing thicknesses was very satisfactory for about fifty per cent of the people; the other half, who no douzt are good Association members, put up a great kick if we dropped out any numbers that they have ever sold. We were obliged to put back a great many thicknesses that we had decided to drop, owing to these various complaints.

"I believe in order to get good results, suggestions should come from the dealer and not from the manufacturers, so if you can do anything to get an expression from the dealer re-



"Show me the machine the operator likes best, and I will show you the machine that will give the best service."

This old typewriter maxim tells you exactly why users get the best results from the

MONARCH Typewriter

The machine whose light touch and easy action helps the operator to do the most work with the least effort is bound to be her favorite—and for that very reason it is sure to be the most productive machine for the owner.

The name of this machine is "Monarch." To prove it ask the operator.

331 BROADWAY, NEW YORK

Won't you come in out of the rain?

Welcome words, especially when you happen to be on the way to call upon a likely prospect, for your appearance is a vital factor in the matter of closing the sale. Your correspondence and yourself are quite alike. Just as your own dress should reflect your personality, so should your letters be neat and conventional — and a soaking spoils their appearance just as it spoils yours.

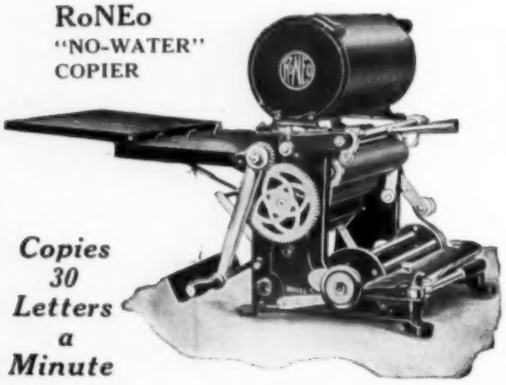
The Roneo method of copying dispenses with wet cloths, baths, presses, etc. It reproduces your complete letter without wrinkling the paper or spreading the ink. We can prove that the Roneo method of copying is fastest, safest and most economical. You are out for speed, security and economy, therefore write at once to

RONEO COMPANY

117-119 Leonard St., NEW YORK, N. Y.

for particulars of the

RoNEo "NO-WATER" COPIER



Copies 30 Letters a Minute

garding just what thicknesses, rulings, etc., we should make, I believe we would be inclined to follow.

"I would be very glad to co-operate with you along any lines that seem desirable in order to get satisfactory results."

The chairman then issued an invitation to the members of the Manufacturers' Conference Committees on Blank Books to attend a meeting at the convention and received but one acceptance, this acceptance coming from a member of the Blank Book Committee as well as of the Conference Committee.

The Committee received a letter from one of the members relative to a retail selling price list that was to be issued by the blank book manufacturers and desired that the Committee take some action and get an expression on the subject, at the convention. The matter was investigated and it was found that two manufacturers were issuing retail lists and as far as the Committee taking any action or making any suggestion in the matter, would say that we deemed it inadvisable to do so with the market conditions in the unsettled state that they are at this time. For the reason that the market conditions were in such a state the Blank Book Committee has done nothing whatever with regard to the matter of reissuing recommended selling prices during the year.

The question of elimination of sizes and thicknesses of blank books has again been brought to the attention of the Committee and in view of the statements that we received from the manufacturers regarding the demands of their respective customers leads the Committee to believe that this

Fred H. Butenschoen, Director from the Manufacturers.

is a matter that will by careful attention and co-operation of the manufacturer and dealer be gradually adjusted. This is a problem of the manufacturer as well as the dealer and your Committee has been assured that the manufacturers will be only too glad to co-operate as readily as trade conditions will permit.

One of the Blank Book Manufacturers has recently issued a list of recommended retail prices. This list was not referred to the Blank Book Committee nor the Catalog Commission before it was published as time did not permit of it.

We recommend that in the future the Blank Book Manufacturers submit proposed lists to the National Catalog Commission before issuing them as having been approved by the National Catalog Commission.

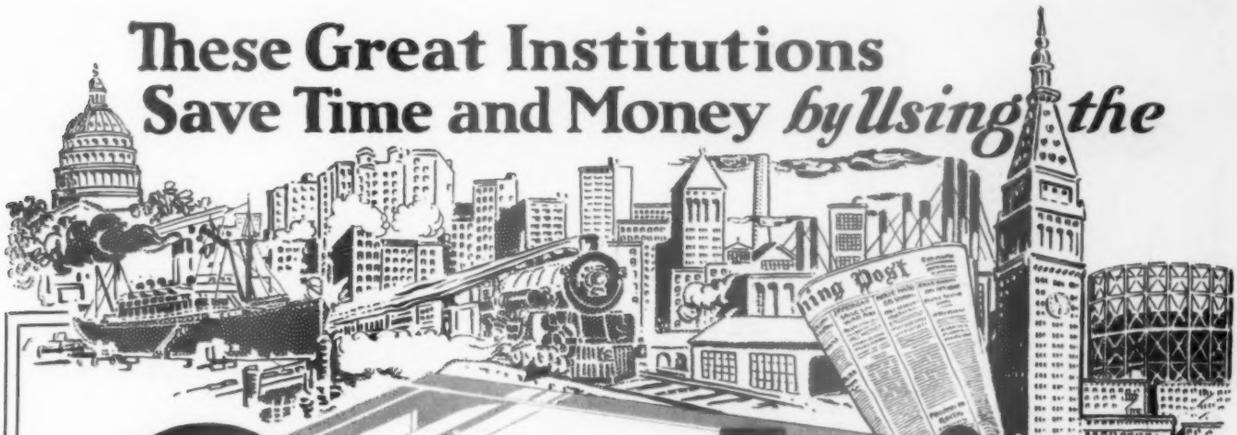
H. W. ROGERS, Chairman.
W. D. BEVIN.
H. S. HUTCHINSON.

Chicago Chosen.

Your Convention Committee after considering the very delightful invitations to hold the 1917 convention in Detroit, Richmond and Chicago, desire to recommend the acceptance of the Chicago Stationers' Association.

IVAN E. ALLEN, Chairman.
J. OGDEN PIERSON.
HENRY S. HUTCHINSON.

These Great Institutions Save Time and Money *by Using the*



Graphic Steel DUPLICATOR

Saves 4¾ hours out of 5

For Every Office

Such firms as the Metropolitan Life Insurance Co., American Dock Co., Brooklyn Union Gas Co., New York Central Railroad, New York Evening Post, U. S. Government—in fact, *over 40,000 concerns*, large and small, in all lines of business, use this duplicating device.

No matter what you have to copy, if you require from 10 to 150 duplicates, the Graphic Duplicator will save you *time* and *money*—to say nothing of *inconvenience*. There is nothing more simple, quicker or more cleanly.

There is practically no business, trade or profession in which the Graphic Duplicator cannot be used to advantage. Here are just a few of the users:

Manufacturers and Retailers for price lists, sales instructions, change of prices, orders, tags, etc.
Auditors and Accountants for statistical reports, statements, etc.
Railroads for reports, shop orders, stock reports, statements, etc.
Banks and Bankers for notices to directors, statements, reports, etc.
Stock Brokers for market reports, quotations, list of securities, etc.
Schools, Colleges for examination sheets, notices to teachers, map work, etc.
Commission Merchants for market information, special offers, etc.
Insurance Companies for policy forms, adjustment of losses, etc.
Credit Agencies for reports, information bulletins, etc.
Real Estate for property lists for sale or rent, diagrams, etc.
Advertising Men for "layout" instructions, specifications, etc.
Ministers and Sunday Schools for notices, programs, music, etc.
Architects for sketches, specifications, etc.

Do not buy *any* duplicating device until you have seen the Graphic. Some machines, *doing exactly the same work*, cost considerably more.

Let us send you, *free*, descriptive folder, and arrange for demonstration in YOUR office. This will not obligate you in any way, but will be the means of promoting greater efficiency in your office and saving you much time, temper and money.

There is no better time to *start* this saving than *now*.

Graphic Duplicator Co., Dept. D-11
228 West Broadway, New York City
180 North Dearborn St., Chicago

Wanted—1,000 Dealers and Specialty Salesmen

Backed by an advertising campaign in the *Saturday Evening Post* and other national magazines, reaching millions of readers, the Graphic Duplicator will be in big demand.

Every possible co-operation given agents.

Write at once for complete, confidential dealer details. Do not delay.

Dealers' And Specialty Salesmen's **Coupon**

Pin to Your Letterhead

Gentlemen: Send to the address below full details relating to your

☐ **Dealer's Proposition**
☐ **Salesmen's Proposition**
(Check the one you want)

Name.....

Address.....

Consumers' Coupon

Pin to Your Letterhead

Gentlemen:
Send to the address below *free* literature relating to the Graphic Duplicator, and explain *how* it will save time and money in the.....business.
(State your line)

Name.....

Address.....

Why
You Should Handle
The EVANS
All-Steel Duplicator

1. We advertise it direct to business men
2. There are men in your town who are reading about it today. They want it.
3. We turn over inquiries from your territory to you.
4. Practically every business house needs one or more.
5. It has already solved more than 130 different duplicating problems.
6. It is guaranteed for five years, and we back up the guarantee.

If a real demand for a good duplicator which gives you a good profit, and which is backed by a dependable company, seems like a worth-while proposition to you, write for our attractive proposition to you, and we will send you also our descriptive booklet. Write today!

Evans Products Corporation
46 Murray St., New York
Chicago **Philadelphia**

PITTMAN SPEAKS ON FORMS AND BLANKS

By W. D. Pittman, Secretary, National Catalogue Commission, and Manager, Information Department, National Association.

Mr. Charles N. Bellman, our worthy President, with his indefatigable labors, has inaugurated many things for the benefit of the members of our Association, one of which is the Information Bureau at St. Louis, under the direct supervision of the Chairman of your National Catalogue Commission, Robert D. Patterson, whose report to this Convention informed you regarding the operations of this Bureau, as it pertains to the collection of catalogs and other descriptive litreature from manufacturers, and the information we have given and can give to our members with regard to articles handled by the stationery trade. But another feature of the work of this Bureau, brand new, and just now ready for inspection, is for me, in this brief address, to call your attention to.

I refer to a splendid collection of forms used in stores, offices and factories of the stationers throughout the country, which have been gotten together by Mr. Bellman, put up in folder form for ready reference, and now on exhibition at this Convention, room 1120, Ansley, at hours when the Convention is not in session, and where you are invited to call and inspect, at your leisure, the hundreds, yes thousands, of forms gathered from many sources, and covering all phases of business transactions from the purchasing of raw material to the shipping and billing of the finished product.

To attempt to describe these forms to you, or even to enumerate them, in detail, would be of no avail, as they cover too

W. D. Pittman, Secretary, National Catalogue Commission.

wide a range; and, besides, they must be seen to be understood and appreciated; therefore I and some who have kindly consented to assist me, will show them to you in the room provided for the purpose, and all of you are cordially invited, even urged to come to the room and see this collection that has required a great deal of correspondence and other labor on the part of our President.

The reason that I have been requested to present the matter is because these forms will be kept, after the Convention, in the office of the Information Bureau, St. Louis, where we will send them to those who wish to examine them, to be returned within a reasonable time; the expense, both ways, to be borne by the party desiring to use them. By this we do not mean that we will send them all at a time; but rather, it is our intention to invent and construct an index to them, so that we can send out such blanks or forms as may be wanted, and not a hundred or more not wanted. Having just gotten them in, we have not had time to so index them, which will require a considerable amount of study and time, as there are not less than three to four thousand separate forms, altogether, and to first understand what they are used for, will require a considerable amount of study, and perhaps inquiry.

While I am before you, I will take the opportunity to magnify the importance of this feature of our work, and the service our

Home of Pelouze Postal Scales

"NATIONAL"

"STANDARD"

Pelouze Postal Scales are scientifically made. They give exact cost in cents on all classes of mail matter.

Good Postal Scales cost only a little more than poor ones and they save many times their cost. Banks and large business houses use "Pelouze" Scales because of their accuracy, reliability and durability.

They are made in a variety of artistic models in sizes weighing from one to twenty-four pounds.

For sale by best dealers everywhere. Supplied by Leading Jobbers.

Catalogue on request.

PELOUZE MANUFACTURING COMPANY

232-242 E. Ohio Street **CHICAGO, ILL.**

MONOGRAM
CARBON PAPERS

The pick of our line, and we would like you to know all about them for your own satisfaction.

Not new qualities exactly, but those with which dealers have had the greatest success for years, only every essential feature perfected to a higher degree.

Their long record of continued heavy sales is proof positive of their merit, and this, with their finer development, indicates the certainty of the success you would have with them.

Our new "Monogram" ribbon to go with them is a winner also. The best selected imported materials are used, and they are guaranteed to conform to the judgment of both you and your trade.

The special boxes for this line are of tasteful design and finish, and appeal strongly to the consumer.

Write us now on the subject of your needs, and permit us to show you the advantages "Monogram" Carbons and Ribbons hold for you.

Neidich Process Co.
BURLINGTON, NEW JERSEY

President has rendered in getting together these forms, which you will more fully appreciate after you have seen and studied them.

The time was, as some of us can attest, when there was not much attention given to the economics of business, as it pertains to what we now call system, and we never heard the word "EFFICIENCY" used in connection with business matters. We might have heard of the efficiency of a steam boiler, and perhaps, now and then, the real efficiency of a man; but the thought of an efficient organization and efficient METH-

O. J. Timberman, Director from the Manufacturers.

ODS, was far from our thoughts, and we plodded along in our old-fashioned ways, and got through the day some way—no doubt wasting a great deal of time and money that might have been conserved.

But what a change has come over business methods of late, and it is no uncommon thing now-a-days for a firm or corporation to pay an "Efficiency Man" a large sum of money to go through their establishment and make many changes from the old-time, antiquated methods, to new and up-to-the-minute short cuts and ways of doing things that save a world of time

J. H. Schermerhorn, Director from the Manufacturers.

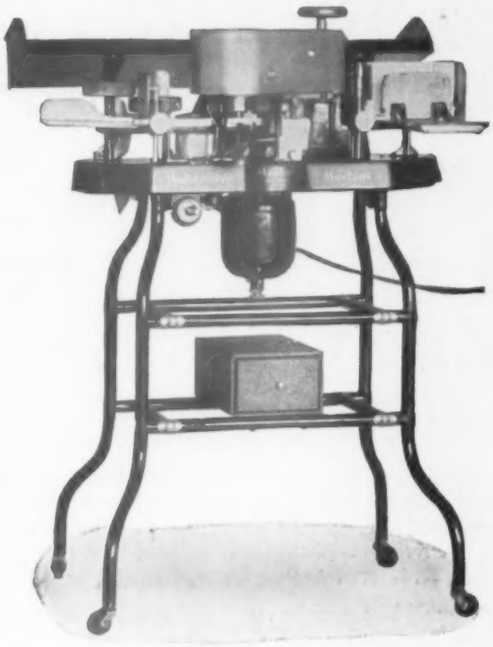
and expense. It is indeed a pitiful sight to see some old fellow (in the employ of the establishment) fighting against the changes being made, and contending that the old ways are the best, and positively refusing to conform to the new ways of doing things, which often necessitates his removal. I have in mind a case where the man had been in the employ of the house for forty years, and because of his long employment, he was shown every consideration and given four positions, under the new methods; but he simply would not conform to the new

THE HITCH IN YOUR MAILING DEPARTMENT

NO doubt you have up-to-date equipment and efficiency methods which enable your employés to turn out, fold and enclose a maximum number of pieces of mail per day.

The rub comes in the time it takes to seal, stamp, and count envelopes in two, or perhaps three, distinct operations. If that is the method by which your mail is being gotten out

The Mail-om-eter



has for you a message of reduced costs, increased output, and time saved. The Mail-om-eter seals, stamps and counts envelopes at the rate of 250 a minute, which is, in all probability faster than your envelopes are at present being sealed alone. In other words, one clerk with the Mail-om-eter can do the work of several clerks using any other method.

That means that your mail may be sealed, stamped, and counted at less than your present cost of sealing alone.

In addition to these foregoing advantages, the Mail-om-eter absolutely prevents the pilfering of stamps. The stamps are locked in the machine and no stamp can be used unless it is registered. Furthermore, the affixing mechanism works only when an envelope is in position in the machine. So, with the responsibility for the stamps in the machine resting on one employé and the Mail-om-eter maintaining a complete check, opportunity and temptation to appropriate stamps are absolutely removed. Just this one feature of the Mail-om-eter has repaid the cost of the machine in some cases in less than a year.

The Mail-om-eter has no wicks, pads or sponges. Hence, it is sanitary—and durable. No belts or chains are used; power is transmitted from the motor through a series of gears—another reason for its durability.

And so we might go on citing the advantages of the Mail-om-eter which have led hundreds of the most representative concerns in the country to install Mail-om-eters in the eight years they have been on the market.

But there is a little booklet which tells the whole story in a concise, interesting manner. The booklet will cost you nothing; yet it may save hundreds of dollars. We'll be glad to send you a copy of this booklet if you'll let us have your name and address.

THE MAIL-OM-ETER COMPANY

DETROIT, MICHIGAN

CHICAGO BRANCH: 427 New York Life Building NEW YORK BRANCH: 823 Pulitzer Building

TENSION
Mail Containers

are used in every line of business and they cover the mailing needs of any and all of your customers.

The Tension line includes open-end tension envelopes, double metal-clasp envelopes, single metal-clasp envelopes, metal-flap clasp envelopes, document envelopes, photo-mailing envelopes, filing envelopes, folders, mailing boxes, etc., etc.

You will be especially interested, perhaps, in the Open-End Tension Envelope you've seen everywhere and the Metal-Clasp Envelopes, one type of which is illustrated.

Our book, "Envelope Specialties," is in itself an education in mailing containers. Send for the book. It's yours for the asking.

The Tension Envelope Co.
INCORPORATED
296 Broadway, - NEW YORK, N. Y.
PIONEERS AND ORIGINATORS

Factory: Bush Terminal

Selling Agents in Principal Cities

order of things, and finally was left out—of necessity, as it meant that either the house was to go back to the old ways and keep him (and his kind) or go ahead and keep up with the rapidly moving procession that knows how to do things.

One thing absolutely necessary, in order to do things in the latest approved way, is to have suitable FORMS for the transaction of the business, and wonderful strides have been made in this direction by all who have paid any attention to the matter of better methods; and these forms are just as necessary to the merchant or manufacturer, as fine instruments are to the physician and surgeon. Quite true, the old-time "family doctor" could amputate an arm or leg, when necessary, but he took his time about it, and we could hardly call it a "beautiful operation" when it was over. We shudder to think of how he would get by today, when two-thirds of his patients want to have their vermiform appendixes removed, or in operations perhaps more difficult.

Just so with the merchant or manufacturer today, who is trying to get along "some how" with antiquated methods and forms; or, as is quite often the case, no suitable forms at all. He accomplishes a day's work, and works faithfully at his tasks, but he loses much time, makes many mistakes, his work is harder than it ought to be, and he fails to give to his customers what they all demand now-a-days, namely SERVICE. There is an old saying, "Poor folks have poor ways," and we have all seen some of their ways. Is it not also true, that poor merchants and manufacturers have poor ways, and we have seen some of their ways—have we not? I feel sure that this intelligent body understands me, and they want the latest and the best of everything.

When I had the very great honor of being an office boy,—I will not say how long ago,—I remember seeing the "boss" sitting at his desk, laboriously writing, with pen and ink, his many letters; and after he was through, I got out the old tissue paper copying book, inserted pieces of oil board, dampened them with a brush, blotted them some, laid the letters on the tissue paper, and then folded up the book, put it under the press and squeezed. Then, after taking out the damp letter (I won't say how many were so blurred nobody could read them or the copies) I had to index the old letter copying book,—and, homehow there never was a suitable time for doing this work.

How is it done today—any improvement? Well, I should say there has been a great improvement. Today the "boss," he just lights a fine cigar, swings around in a comfortable chair,—made for a King or an Emperor, but on account of the war, was not shipped; he just turns around, and says, "Jennie, take a few letters." Jennie jumps up, with her note book in hand draws her chair up close to his—no, I'm not going to say how close,—and takes down his quickly spoken words in her notebook, and his cigar smoke in her lungs, and sweetly smiles.

After he has dictated a dozen or more letters, in about one-tenth of the time it would have taken him to write them in long hand, he is at liberty to attend to other duties, or even go to the ball game for that matter, and in a few hours he finds the letters nicely typewritten, with carbon copies for filing; or perhaps he never sees them at all, and his trusted stenographer signs them for him.

The filing of the carbon copies compared with the old letter press copying book method, is too familiar to all to need further comment; but the improvement of business methods set out in the foregoing, but illustrates very forcibly how new ways have succeeded old ways, and how much better they are.

These new forms, are what we have tried to collect, and put on exhibition here for you to inspect, and you are invited, yes, urged to see them, study them, and copy them, if you so desire; and, after the convention is over, we will loan them to you for a sufficient time to copy them, or such parts of them as suits your business.

In conclusion, permit me to thank you for the opportunity of presenting this matter, and for the patient hearing you have given me and I assure you that the Information Bureau will be glad to be of any possible assistance to every member of our Association who calls upon us, either in the matter of these forms referred to, or for information on any and all other subjects. Use us freely, as we exist for your benefit only, and the more you can use us, the better pleased will we be.

I also desire to thank all who have assisted us in the prosecution of our work, and any help you may extend us in the future will be fully appreciated by one who is always deeply grateful to those who extend courtesies and show kindnesses, which

Make the road we travel, brighter,
All along the way;
And the load we carry, lighter,
Every live-long day.

NOISE and WEAR Go HAND in HAND

Whenever you hear Noise, be sure that Wear is close by.

The "Silent Smith" has dealt a telling blow to typewriter Noise and typewriter Wear.

If you want to learn how we have succeeded in producing a writing machine that eliminates 50 to 75 per cent of the usual typewriter racket, write for free booklet, "The Silent Smith."

L. C. Smith & Bros. Typewriter Co.

FACTORY AND HOME OFFICE
SYRACUSE, N. Y.

Branches in All Principal Cities

10¢ VENUS PENCIL

The World Famous Pencil

That the Public Wants

THE VENUS PENCIL like the statue whose name it bears represents the acme of perfection.

For every purpose the 17 degrees of VENUS pencils are supreme.

THIS is due to the care taken in selecting materials, in manufacturing, and in inspecting the finished goods. It is due to the constant, rigid maintenance of the very highest standards.

TO you this means that every buyer of a Venus pencil whether it be one of the soft B's or one of the hard H's, one of the medium degrees or one of the copying pencils, will always get complete and thorough satisfaction.

Your customers ask for Venus and look for the distinctive water-mark finish. Be sure your stock is complete. Venus pencils never vary.

THEY ARE PERFECT ALWAYS

American Lead Pencil Co.

220 Fifth Avenue, New York and Clapton, London, Eng.

FOREIGN TRADE DELEGATES MAKE REPORT

Your committee beg to report on their attendance at the National Foreign Trade Convention, held in the City of New Orleans, January 27-29, 1916, and submit the following report:

This convention was credited by the press and those attending as the most successful in the history of the council, fully seven hundred delegates being in attendance, representing the principal cities from the Pacific to the Atlantic, and the delegates being mostly heads of leading companies and corporations.

The discussions were directed toward the arriving at a policy for the export trade of the United States after the opening of the European war.

The convention was opened by the temporary chairman, Mr. James A. Farrell, president of the United States Steel Corporation. The permanent officers of the convention elected Mr. Alba B. Johnson, president of the Baldwin Locomotive Works, Philadelphia.

Louisiana and New Orleans welcomed the delegates through His Honor, the Governor of Louisiana and the Mayor of the City of New Orleans.

Morning and evening sessions were given over to open meetings and addresses on general export subjects. For the personal consideration of members of this association we wish to quote a few well directed sentences from the addresses of Mr. Alba B. Johnson, Philadelphia:

Sidney J. Burgoyne, Director from the Manufacturers.

(a) **One-sided International Trade Can Not Continue.** International trade must be reciprocal and can not long continue if it is wholly or largely one-sided. We can not continue to sell to other nations whilst buying nothing from them. What they can buy from us is limited by what we buy from them.

(b) Naturally, however, there can be little danger of a shortage of money after the war, because the money now employed as working capital in filling war orders will be released, and because the demands from Europe for war loans will cease. The amount of idle money then will be large until absorbed in legitimate business enterprises at home or abroad.

(c) Little interference by organized labor has resulted, because the wages paid are higher than labor organizations could generally demand. These high special rates have reacted upon the entire labor situation and will, doubtless, continue to affect it until the war stops, when a readjustment of wages will necessarily follow.

A further discussion of particular interest to our members is: "Export Trade and the Anti-Trust Law," by Gilbert H. Montague, Attorney, New York City, in which he advocated strongly that freedom be given our manufacturers in making agreements, especially regulating prices.

Of particular interest to the stationery trade was the report of Henry Howard, Vice-President Merrimac Chemical Company; Chairman of Executive Comittee of the Manufacturing Chemists' Association of the United States, relating to the dyestuff industry, in which he particularly called attention to the great shortage in coloring materials, almost all of which came from

THE MILLER LINE

OF FLEXI-POST BINDERS

When you demonstrate "The Miller Line of Flexi-Post Binders" to a customer, you do so with the feeling that you are offering something exceptional—devices that not only meet but anticipate every lose leaf requirement.

"The Ledger That Grows With the Business"

The Faultless-Flexi Current Ledger is unique in that the capacity is flexible from one sheet to any number desired without in the least affecting the expansion which is always the same and sufficient for the easy manipulation, removing or inserting of leaves.

The mechanism is novel with link post construction and a positive locking feature holding any number of sheets under a firm compression.

"The Non-Protruding Sectional Post Binder With Expansion"

The Success Flexi-Post Binder is the only non-protruding sectional post binder made with a flexible capacity from one sheet to any number desired held under firm screw compression.

It is the only non-protruding binder with expansion permitting the insertion or removing of any sheet without taking off the top cover or disturbing any of the other sheets in the binder.

"The Sectional Post Binder With Expansion"

Patented April 2, 1907, Oct. 8, 1912 and Sept. 9, 1913.
Other patents pending.

The Practibilt-Flexi Transfer Binder is a sectional post binder with expansion. Sheets can be inserted or removed without taking off the top cover or disturbing any of the other sheets in the binder.

It is the only sectional post binder made with a flexible capacity from one sheet to any desired number held under firm screw compression.

STATIONERS LOOSE LEAF CO.

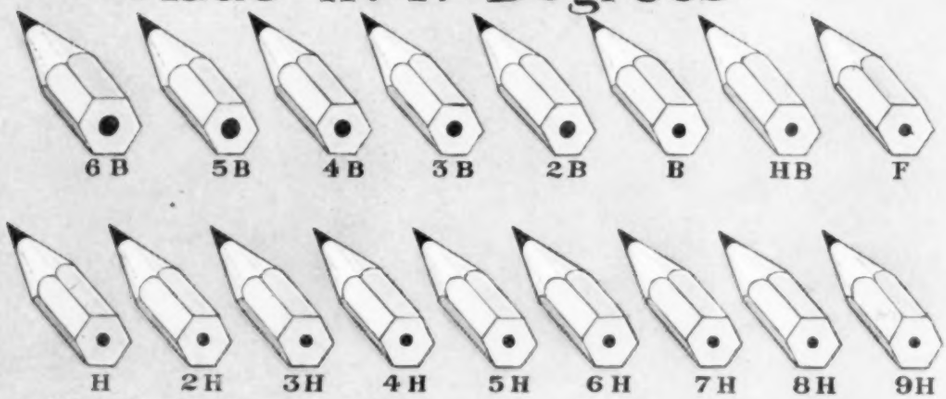
"SELLS TO THE TRADE ONLY"

346 Broadway, MILWAUKEE, WIS. 203 Broadway, NEW YORK CITY

DIXON'S ELDORADO

"the master drawing pencil"

Made in 17 Degrees



DIXON'S ELDORADO *IS* **"the master drawing pencil."**

DIXON'S ELDORADO *IS* **the most conveniently and beautifully boxed drawing pencil.**

DIXON'S ELDORADO *IS* **in strong demand—and extensive advertising is making it more and more so.**

May we send samples and prices? Both will interest you.

Made in JERSEY CITY, N. J., by the

JOSEPH DIXON CRUCIBLE COMPANY

ESTABLISHED 1827

abroad, and the inability of this country to make good the deficiency. This would naturally affect inks, colored paper and other colored articles which are sold by the stationery trade. He felt that it would be necessary to give some encouragement to domestic production through a protective tariff, as otherwise the manufacturers here could not be expected to invest large sums in making dyestuffs if, after the war, the foreign material could be sold here at much lower prices. In view of the widespread talk about preparedness, he called attention to the fact that coal-tar products were of great assistance to the Germans in manufacturing munitions, as the dyestuffs plants were easily turned into munition factories. He laid particular emphasis free and independent of all the world.

During the afternoons, group sessions were held and those of interest to your Committee were: Foreign banking; credits; shipping; tariff system; merchant marine; export co-operation; commission houses, etc.

Of particular importance to this Convention we deem it advisable to report on the group session dealing on:

"The Smaller Manufacturer in the Export Trade and Co-operative Foreign Selling" under the direction of Mr. H. C. Lewis, General Manager, National Paper & Type Company. The principal subjects expressed in this session were: Organization and Management of Foreign Selling Forces; The Function of the Export Newspaper; and Advertising in Foreign Markets. The most valuable information that we could obtain from this group was that to handle the export trade any manufacturer should have a properly organized Export Department with headquarters, if possible, in New York City; a proper staff of salesmen speaking foreign languages, particularly South American Spanish; also he should manufacture the right kind of articles adequate for foreign countries, as the demand may be; extend credit in foreign countries the same as the German and English manufacturer has done up to the present, i. e. sixty, ninety and one hundred days, and give the right kind of advertising and literature in foreign countries and foreign languages, etc.

In regard to advertising in foreign countries, the best medium is export trade papers published in the United States. However, after the articles have been introduced in foreign countries the medium would be local papers of the different countries, the fact being that after dealers and merchants have become acquainted with said articles through trade papers published in the United States, then it is necessary to acquaint the public through their local publications.

"How to Utilize the Export Merchant and the Export Commission House," the subject being the best ways and means of shipping goods to foreign countries through Export and Commission Houses. Several discussions were held by exporters as well as by smaller manufacturers participating in export trade. All agreed that flat paper, ink and staple articles in large shipments could best be shipped through Export houses; however, specialties and all smaller articles, particularly patented, miscellaneous stationery, etc., could be best introduced in foreign countries by sending a direct representative (for those firms who are in a position to do so) as it has been proven that a new article can not be practically introduced in foreign countries by any commission houses, in such cases it being necessary to send to foreign countries an export salesman who is well acquainted with the line and with the languages of foreign countries.

A complete report of the proceedings will be furnished the Secretary of the Association by the National Foreign Trade Council, which can be examined by our members.

J. OGDEN PIERSON, Chairman. J. OGDEN PIERSON,
MARK J. TRAZIVUK, Delegates.

BUDGET COMMITTEE OUTLINES NEEDS

Your committee appointed would recommend the adoption of the following amounts as a budget for the year 1916-17:

Secretary's salary	$ 3,000
Secretary's expenses	500
Traveling account	1,000
Printing and postage	1,500
Sundry account	100
Year Book and Delivery	600
National Catalog Commission	3,500
Total	$10,200

And would also recommend an additional $1,000 to be used for the National Catalog Commission if, in the judgment of the Executive Committee, it is found necessary and the receipts of the association will warrant.

H. A. PRIZER, H. W. ROGERS, F. W. ROGERS, FRANK B. TOWNE, Committee.

More Money For You

As an agent of the VICTOR Standard Typewriter you can easily earn additional money in spare time without interfering in any way with your present work. Hundreds of successful VICTOR Agents have done it already and hundreds of others will do it during the next few months.

Will you be one of them? It's up to you. We want a good live Agent in your territory and are willing to open up negotiations with you. Write for full particulars today.

The VICTOR Standard Typewriter sells on sight. In it are combined the best features of other makes together with many exclusive VICTOR features.

The VICTOR is not on speaking terms with the repair man—a fact that has made it popular with sound business men who frown on heavy repair bills.

The VICTOR will not ruffle the temper of the touchiest of stenographers because it responds quietly and efficiently to their commands and requires no attention but an occasional drop of oil and the application of a type brush and a dust cloth now and then.

These features—and many others—make the VICTOR the "best seller" in the typewriter world.

Let us prove this to you. Costs you nothing but the postage to carry the attached Coupon to Scranton.

Send it along!

Kind Words

Matthew Bender & Company, Albany, N. Y.

We find the VICTOR better than other machines heretofore used.

Page & Davis, Boston, Mass.

Absolute dependability has installed the VICTOR in our estimation as the best writing machine on the market.

Exporters' Alliance, New York, N. Y.

We recommend the VICTOR to any concern needing a typewriter that will stand up under hard usage.

Arnold & Wannemacher, Philadelphia, Pa.

Our VICTOR has required no repairs, has given entire satisfaction, and is, we believe, as good a typewriter as there is on the market today.

OA 11-16

VICTOR Typewriter Sales Co., Inc. Scranton, Pa.

You may explain to me your Agency Plan.

Name.....

Address.....

BECK'S

Oscillating Duplicator

"The quickest yet"

is a radical improvement over other duplicators, being built on entirely new lines. It makes copies at wonderful speed, and registers every copy accurately; it prints and throws off the sheets automatically.

Its simplicity, coupled with the new oscillating principle employed, make it the fastest and most easily operated duplicator on the market. No stencil sheets nor printing ink required—no type to be set—our strong, reliable cloth-backed film does the whole thing quickly and easily. The machine is made in several sizes, with printing surfaces of from 9x15 inches up.

AGENTS AND DEALERS

should investigate the merits of this machine. It has as large a field as any duplicator made; the possibilities are unlimited. Write for full information and prices today.

The Beck Duplicator Co.

476 Broadway New York, N. Y.

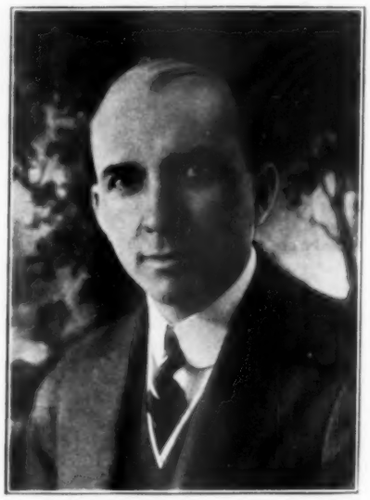
GRIEVANCE COMMITTEE

There have been but two matters referred to your Grievance Committee since the convention last met, and we can not forbear to say that in our opinion, this is a subject for congratulation to the stationery industry.

The rapid advance in prices of nearly all of the articles manufactured and sold by members of this association during the past twelve months, caused by conditions which have no precedent, so far as we know, would be ordinarily supposed to have initiated the repudiation of contracts by the wholesale, and a consequent disturbance in the relation of buyer and seller which would have prompted friction throughout the trade.

We believe that it speaks well for the standards of commercial integrity prevailing in the stationery industry that no such widespread condition has been brought to our attention; the fact that our merchants have adhered to their contracts despite the temptation to take advantage of a rising market indicates a condition which we are justly entitled to contemplate with a high degre of enthusiasm.

One such instance, however, was brought to our attention, and involved a contract made between a paper manufacturer in June, 1915, and one of the retail dealers in our association, the order being for 100 cases of paper to be taken in 10 case shipments; there was no specified time within which deliveries were to be completed, according to the terms of the formal



Woodson P. Waddy, Secretary, Everett-Waddy Company, Richmond Va., Director from the Stationers.

order and acceptance, although the original inquiry was based upon monthly deliveries; after 33 cases had been delivered, over a period of about eight months, during which time no exception was taken by the manufacturer to the fact that deliveries were not called for on a monthly basis, the manufacturer declared that it would not furnish the balance of the paper at the contract price.

The parties corresponded at some length, and the dealer offered to adjust the matter by taking about one-third of the balance of the paper contracted for at the contract price, and this proposition the manufacturer refused to accept; the entire correspondence was sent to our committee under date of April 11th, and this was in accordance with a suggestion of the dealer, which was concurred in by the manufacturer, and we therefore understood that both parties agreed to have our committee arbitrate the matter.

The subject was gone over in great detail by all members of the committee, and it was our conclusion that, as both parties had stated it to be their desire to reach an equitable adjustment, the offer of the dealer to accept substantially one-third of the balance of the paper to which he was entitled under his contract, should be accepted by the manufacturer, and our report to that effect, bearing date June 10th, 1916, was sent to both parties.

We have since learned that the paper manufacturer in question agreed to carry out this recommendation only upon condition that the dealer should take the balance of the paper contracted for at an increased price, and we believe that the parties finally adjusted the matter on that basis. As both parties to the controversy are members of this association, we feel that it is proper to say that the position of the paper manufac-

"Y and E"
CARD INDEX SUPPLIES
When you think of supplies, think of "Y and E"
The Biggest Line in the World
"Y and E" manufacture such a variety of vertical, transfer and card system supplies that *no matter what your requirements may be,* you can always feel certain of "Y and E" filling them for you to your complete satisfaction. Our card system supplies include—
Printed form cards of most approved designs for keeping various records—in many sizes, weights and colors; flat and angular metal label-holders; celluloided and plain pressboard guides; handy card ledger outfits; movable indicators; boxes and trays; "Everlasting" Index Tabs; tab cards and indexes—an immense variety.
Thirty-five years of active participation in systematizing hundreds of businesses have given the "Y and E" line perfection in every detail.
Avail yourself of the variety of stock, high quality and good profits thus offered you. Get the habit of calling on "Y and E" for every kind of card, vertical or transfer supplies that you ever need.
Supplies for all cabinets; Cabinets for all supplies. Write for catalogs.
YAWMAN AND ERBE MFG. CO.
Rochester, N. Y.
Branch Offices in New York, Albany, Newark, Boston, Philadelphia, Washington, Chicago, Kansas City, Cleveland, Buffalo, Pittsburgh, Springfield, Mass., San Francisco, Los Angeles and Oakland. In Canada, The Office Specialty Mfg. Co., Ltd., Toronto and Newmarket.
Makers of "Y and E" Filing Devices and Office Systems.

"Rowley Talking"

The Noiseless Inking Pad

Saves from 500 to 1200% in Ink Pad Expense Every 5 Years

Its gelatin base, an ink controller, prevents the pad from sweating in humid weather, flooding your rubber stamp and blotting your paper.

Its ink-absorbing, heavy-wool felt re-inks as successfully the tenth year as when first inked, thus making its long, continuous service possible.

Its springy base yields to the form of the Rubber Stamp readily, assuring perfect distribution of ink and clear, sharp impressions, and without injuring the engraving of the Stamp, prolonging its life for years, in good condition.

Its resilient base will not scratch or dent the wood top finish, or mar the polish of your glass top desk, a factor in keeping your furniture in good condition.

It has many records of THIRTY TIMES the service of the tin box pad, and is still in good condition.

The Noiseless Inking Pads are standardized by many of our largest users of inking pads.

1200 Per Cent Saved!

NOISELESS INKING PAD CO., CHICAGO.
Gentlemen: We make large use of inking pads, three thousand impressions per pad per day. Four years ago we adopted the NOISELESS INKING PADS. They have given us the best service we have ever had, and at a saving of 1200 PER CENT in our inking pad expense.
The same pads are still in use and in good condition.
Northwestern Yeast Co., By M. E. Minott, Traffic Mgr

Repeat Orders are the Best Indorsements

CRANE CO., CHICAGO
Order No. 4788 14 Dozen Assorted Sizes
" No. 9381 19 " " "

THE CUDAHY PACKING CO., CHICAGO
Order No. 74249 9 Dozen Assorted Sizes
" No. 13275 3 " " "

MONTGOMERY WARD & CO., CHICAGO
Order No. C 314602— 4 Dozen Assorted Sizes
" No. 3784 6 1 Gross No. 1 Pads Dry

A. C. McCLURG & CO., CHICAGO
Order No. 121879 1 Gross Assorted Sizes
" No. 28809 2 " " "

FEDERAL RESERVE BANK OF MINNEAPOLIS
Order No. 1268 Assorted Sizes $ 6.50
" No. 1819 " " 46.50

RETAIL PRICE OF INKING PADS

Size			Each	½ Doz.	1 Doz.
No. 1	—2½"x4"	With covers.....	$0.75	$ 3.60	$ 6.00
No. 2	—2½"x8"	" "	1.50	7.00	12.00
No. 8	—4 "x4"	" "	1.00	5.00	9.00
No. 8-8	—4 "x8"	" "	2.00	10.00	18.00
No. 3	—3 "x8"	Without covers....	1.50	7.00	12.00
No. 4	—5 "x8"	" "	2.50	12.00	20.00

Specify Color Ink, Otherwise We Will Send Dry

Noiseless Inking Pad Co.

314 West Grand Ave. CHICAGO, ILL

GEO. H. ROWLEY, Mgr.

turer in agreeing to abide by the findings of this committee, and then when the decision had been made, accepting the same only upon a condition which was not suggested by the committee, is lacking in good faith, as it is a repudiation of the agreement implied by submitting the matter to arbitration, and is a reflection upon the disinterested efforts made by the committee to adjust a difficulty which would not have arisen, had the paper manufacturer not sought to avoid its written contract in the first instance.

The report made by our committee to the parties involved was approved by the Executive Committee of the association.

The only other complaint made to us is of recent date, and has to do with direct selling by a manufacturer of a product in universal demand, and the complaining dealer does not handle

Lewis D. Bement, Director from the Manufacturers.

the line of the manufacturer of whom he complains. At the date of this report no final disposition of this complaint has been made, and it is not likely that there is any specific recommendation that this committee can make in the premises.

MORTIMER W. BYERS, Chairman.
ED E. HUBER.
RICHARD B. CARTER.

COMMITTEE ON NECROLOGY

It is with sorrow we announce that death has during the past year invaded our ranks, taking from us the following members of our Association:

On March 9, Mr. Henry C. Bainbridge, of New York.
On April 21, Mr. Henry Guyon Kiggins, of New York.
On September 13, Mr. Chas. R. F. Swartz, of Pittsburgh.

Mr. Bainbridge was one of the founders of this Association habitually in attendance at the conventions, active in its deliberations, honored as First Vice-President and member of the Board of Control, prominent as a manufacturer and stationer; for many years president of The Stationers' Board of Trade; a man of genial disposition, universally loved and respected by his associates.

"He being dead yet speaketh."

Mr. Kiggins was a man well known to the trade, of lovable disposition, kind and true. We mourn his loss.

Mr. Swartz was very suddenly called to that bourne from which no traveller returns. While not active in the work of our Association, he was known to many of our members and of him and those before mentioned, we would say, "Blessed are the dead who die in the Lord, they do rest from their labors and their works do follow them."

We extend to the loved ones of these departed brothers our sympathy, and in recognition of their fidelity among us, recommend that these resolutions be printed in the year book and that engrossed copies be sent by our Secretary to their respective families and business associates.

LANSING G. WETMORE,
CHARLES H. LANGBEIN,
E. Y. HORDER.

Taking the Sting Out of Stingy

THEY could not understand his success, so they called him stingy. It was such an easy way to explain why he got ahead while they just shuffled along.

Stingy with the sting extracted leaves us "y." And the "Why" in this man's case was simple common sense.

He couldn't see the need of waste, whether it was money, time or effort.

In advertising he used the mails extensively, because they gave him direct contact with those only whom he wished to reach.

In sales work his men covered more territory and saw more buyers than his competitors' — but that was just because he paved the way for them with form letters, and so their work was half finished before they began it.

In printing he never ordered more of any form than he actually needed, for with his Multigraph equipment he could print at a moment's notice just what he required. And best of all, his actual saving on the work was 25% to 75%.

In administration he had his fingers on the pulse of things each day, through Multigraphed bulletins and a house organ that kept his office, plant and field informed.

To be as stingy—with the sting extracted—as this man is to be a companion to Success.

Multigraph Senior—Electrically driven and completely equipped for high-grade printing with printers' ink, type or electrotypes, or for producing typewritten letters in quantities. Prices $670 to $720. Hand driven models, $200 up. Easy payments.

And there are today thousands upon thousands like this man who travel with Success and who do not hesitate to give their Multigraph credit for the good work it performs in effecting business economies —in saving money, time and effort.

They, too, are stingy—in this broader sense.

They, too, are stingy—with the sting extracted. And they represent a blue book of American industries.

If you, too, practice and believe these principles of common sense, we do not need to urge you to investigate what you could do with such an instrument of efficiency as the Multigraph. You'll see your need and use the coupon.

THE MULTIGRAPH

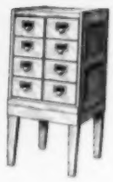
Produces real printing and form-typewriting, rapidly, economically, privately, in your own establishment

You can't buy a Multigraph unless you need it

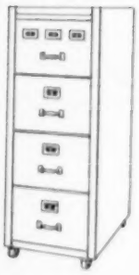
The Multigraph, 1830 E. 40th St., Cleveland
Tell me more about Multigraph possibilities.
Name.....
Official Position.....
Firm.....
Street Address.....
Town ..... State.....

The range in *Macey* filing devices

Macey

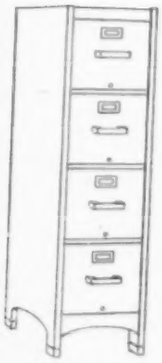


BEGINNING with our Standard and Corporation Vertical files and our Gold Medal horizontal line and continuing through and up to the celebrated Macey Tuscan line, every price need and every filing requirement is completely covered.



Made in both wood and metal with solid ends, removable ends, detachable feet, etc., Macey filing devices embody every advance made in recent years.

Macey Metal files are mechanical masterpieces, no bolts, no screws, electric spot welded throughout, they are built for a century of service and protection.



CHOOSE Macey

The constantly growing demand for all products bearing the Macey trade mark insures profitable handling and quick turnover on all your Macey stock.

Complete new Fall catalogues of Filing equipment and filing appliance supplies are now ready for mailing. Write for them to-day.

THE MACEY CO.

Grand Rapids, Mich.

Canada Furn. Manufacturers, Ltd., Woodstock, Ont. Canadian Representatives

INKS AND MUCILAGE

February 18, 1916, the following letter was sent to all the members of the National Association of Stationers and Manufacturers of Inks and Mucilage:

"The Manufacturers' Conference Committee on Inks and Mucilage of the National Association of Stationers and Manufacturers will hold a meeting on February 29, at 9:30 a. m., in the Hotel Astor, Times Square, New York City. The members of the Committee are to elect a Chairman for this meeting as soon as they convene.

"As this is the first meeting of your Committee I am very anxious to see a full attendance and shall appreciate your advising me if you will be there.

"With best wishes for the success of this the first of the Manufacturers' Conference Committee meetings, I remain,

"Yours very truly,

"CHARLES N. BELLMAN."

February 29, all but two of the manufacturers who are memberrs of the National Association met at Hotel Astor. There were fourteen concerns represented.

The Committee organized by the election of W. H. Redington as Chairman, who asked Mr. Gordon to act as secretary of the meeting.

After remarks by the Chairman on the constantly increasing seriousness of the conditions which confront the manufacturer and the desirability of meeting these as far as possible by the elimination of needless lines and packages and the better standardization of others as recommended by the officials of the Association, letters were read from representative stationers from all parts of the country, giving their views on the subject.

In the discussion which followed it developed that all the ink manufacturers without exception had been pretty hard hit by the war. Almost all the raw material used in the business comes from abroad and the supply had either been cut off entirely or advanced from 100 to 1,000 and 1,500 per cent. Heavy advances have also been made in all domestic supplies, and notices received of still further advances to be made.

Lansing G. Wetmore.

With a view to ascertaining how the trade would be pleased with standardized lists, Mr. Carter had written to dealers throughout the country, both jobbers and retailers, sounding them on the subject. The answers to these letters which Mr. Carter passed around among the Committee, were unanimous in recommending such action, with suggestions from the trade as to changes in some sizes and elimination of others.

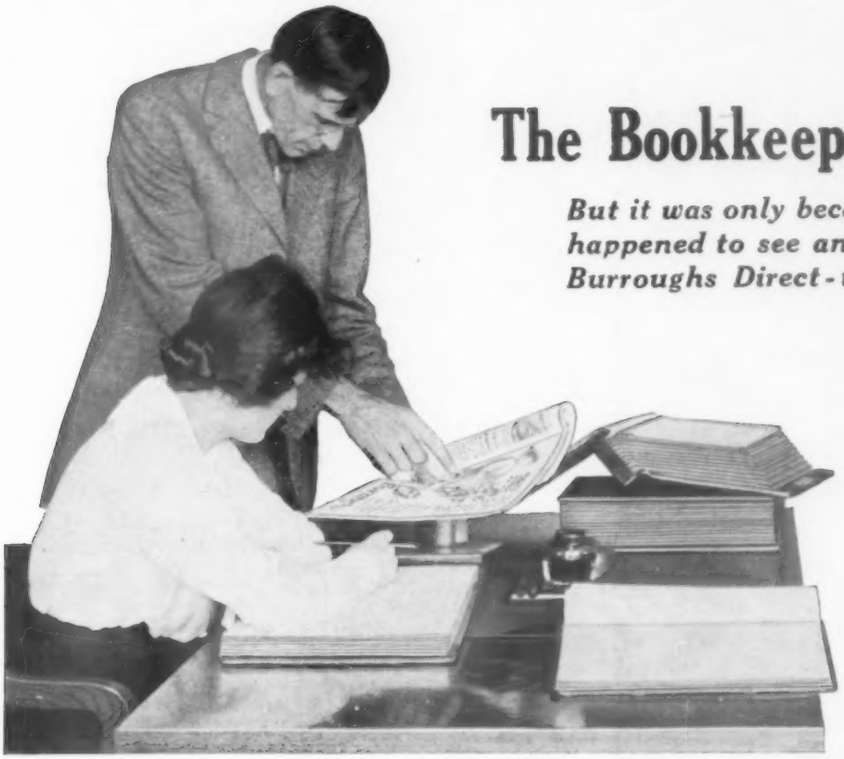
After careful consideration of all suggestions it was the sense of the majority of the Committee present that substantially the following measures of standardization be approved.

That the standard assortment of sizes of Fluid and Black Inks be Quarts, Pints, ½ Pints, 3 oz. squares, 2 oz. Squares, 1¼ oz. Squares.

That the standard assortment of sizes for the Combined Ink be Quarts, Pints, ½ Pints, and 2 oz. Squares.

That the standard assortment of sizes for Blue, Green and Violet Inks be Quarts, Pints, ½ Pints, 3 oz. Squares, 2 oz. Squares and 1 oz.

That all small sizes of the cheaper Red Ink be eliminated except 1 oz.



The Bookkeeper Didn't Quit

But it was only because the President happened to see an advertisement of Burroughs Direct-to-Ledger Posting

Miss Gilhooley was ready to quit.

The statements were not out and the books refused to balance, although it was late in the new month.

She was tired of hunting for mistakes, tired of night-work on the part of the whole accounting department—just plumb tired out!

(She was really tired of pen-and-ink bookkeeping—but she didn't know pen-and-ink was the real trouble.)

The President Finds the Answer

J. N. Shymanski is President of Shymanski and Sons, clothing makers, of Louisville, Ky.

He is the type of man who doesn't give up when he strikes an obstacle. His business is proof enough of that.

Fortunately he happened to pick up a copy of the Saturday Evening Post and his eye lighted on the very thing he needed.

It was an advertisement headed "One Little Girl with a Burroughs Keeps the Evinrude Books."

Prompt Action Saves the Day

The magazine was out December 16. Mr. Shymanski didn't waste any time in learning all about the advantages of machine bookkeeping. A demonstration of Burroughs Direct-to-Ledger Posting in his office on December 18 convinced him that here was the solution of his bookkeeping troubles. Pen-and-ink posting went to the discard.

Miss Gilhooley found the operation of the Burroughs simplicity itself.

She just takes the page out of the loose leaf ledger, slips it into the carriage of the machine, presses down two or three keys and touches the operating bar. The machine prints old balance, date, folio, debit, credit and balance, each in the proper column—automatically adding or subtracting as necessary. Individual accounts are always in balance.

Statements also are made out on the Burroughs and go into the mail promptly—models of accuracy and neatness.

Needless to say, Miss Gilhooley is still on the job and most enthusiastically, too.

There's a Burroughs Figuring and Bookkeeping Machine to fit the needs of any business—98 models in all. Your telephone book or your banker will supply the address of the nearest of the 170 offices maintained by the Burroughs Adding Machine Company in the United States and Canada.

FIGURING AND BOOKKEEPING MACHINES PREVENT COSTLY ERRORS—SAVE VALUABLE TIME

PRICED AS LOW AS $125

Burroughs

The New Cincinnati Steel Back Ledger.

OUR NEW CINCINNATI All Steel Back Ledger, electrically welded throughout, with absolutely flat opening covers, regularly furnished in five capacities, and expanding 100%, is designed to meet every possible requirement for Ledger Keeping.

OUR LARGE CAPACITY, LARGE EXPANSION binders used in connection with our specially designed Ledger Rack is a 100% efficient outfit for use in connection with the Machine Bookkeeping System.

OUR "SPECIAL ECONOMY" arrangement for binding and forwarding our Ledgers is of particular interest to the dealer who binds his Ledger Metals (it will be to your interest to allow us to give you detailed information on this feature).

Our Motto—

Quality—Service
Correct Price

The Tenacity Mfg. Co.

INCORPORATED

Reading, Cincinnati, Ohio

Manufacturers of Loose Leaf Devices and Metal Parts.

Charles A. Lent, former President, who had charge of the trip from New York.

That the 1½ oz. Cone and Cylinders be confined to Black Ink and Mucilage.

That the capacity of the 4 oz. Mucilage be reduced to 3 oz.

That the standard size for small paste be 1¼ oz. and 3 oz.

That the small size of inks and adhesives be equipped with standard black wood tops, not enameled, or screw tops embossed or decorted in one color only.

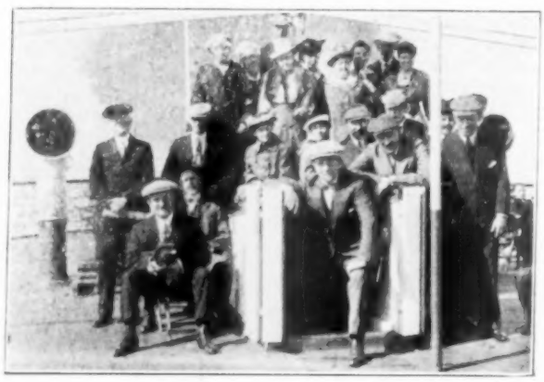
That no liquid glue be put up in bottles of less than 1 oz.

While the Committee meeting accomplished a good deal which is shown in the minutes, the result of which all stationers are familiar with from the late price lists which show that about seventy numbers were eliminated, I think far more important was what could be read into the minutes—the Social part. We met at 9:30. About 1 o'clock we were surprised by an invitation from Mr. Carter to take lunch with him. He had arranged a fine luncheon in a private room on the same floor as our meeting. It was a very happy thought. With our legs all under one table we soon found that our competitors were a good deal different from what we had thought. Friendships were started which I am sure will be lasting. My own experience as Chairman has been particularly pleasant, as I have been in touch with all the Committee seeking to carry out the standardization as arranged. Some things, of course, have not been exactly to our liking, but taken as a whole, I think the plan of Manufacturers' Conference Committees is the greatest thing this association has ever done for the manufacturers, and advise every Committee to request the President to call it together at least once a year.

Give and take. Eat and get acquainted. Exchange ideas. Learn to know your competitor. You will live longer, be happier, and make more money.

W. H. REDINGTON, Chairman.

The foregoing report, which was listened to with close attention by the convention, was, on motion duly seconded, received and placed on file.



Photograph of convention party on the SS. St. Louis on the trip from Savannah to New York.

BERGER STEEL EQUIPMENT

Sell Your Customers This Double Wall Protection

YOUR customers may have offices in fireproof buildings but, unless they use fire-resisting filing cases, their records and correspondence are not safe.

Remind them of this fact—tell them that while they cannot insure their valuable papers

Berger "1300"
Line of Steel Units

will give them positive protection against loss. The double wall construction—double ends, tops, bottoms and backs—makes this equipment a steel fortification through which fire cannot penetrate.

While safety is an all-important feature, Berger "1300" Steel Units have many other practical advantages. They have large filing capacity—require small space—cannot warp or split—have ball-bearing roller suspensions, which make the drawers glide in and out of the case, easily and practically noiselessly—each drawer has a compact automatic locking compressor—the large, brass label holders permit a complete indexing of each drawer — the large "hand-pull" permits a quick and easy pull on the drawer—and the rich, hand-rubbed neutral olive green finish makes the cases unusually attractive.

The Berger Mfg. Company
Canton, Ohio

BRANCHES: Boston New York Philadelphia Chicago St. Louis Minneapolis San Francisco

EXPORT DEPT.: Berger Building, New York City, U. S. A.

A Profitable Line For Dealers

Berger "1300" Steel Units are extensively advertised and in big demand. If you are not carrying a line of steel office furniture or contemplate making a change from the one you now carry, you'd do well to let us explain the many advantages of Berger units and the free sales-proposition service of our Co-operative Department.

Send the coupon for full particulars and copy of monograph, "The Armor Plate of Modern Business."

(Address Nearest Office) O.A.-11-16.

Gentlemen:—Please explain fully the advantages of Berger "1300" Steel Units, the Co-operative Department, and send monograph "The Armor Plate of Modern Business."

Name.....

Address.....

City.....State.....

Coin Bags $ $ $ $ A Staple Line

Staple lines make a steady business. They insure a regular demand and a certain income. A complete stock of staples which turns over three or four times a year is the dealer's best asset.

BEMIS COIN BAGS

are a staple. They have a steady sale to banking institutions, express offices, government departments and other concerns whose business includes the handling of large amounts of specie.

Bemis Coin Bags are made stronger than is necessary. The material is uniformly tough and the seams are carefully sewn. The denomination of the enclosure and the firm name are printed on the face of the bag; tapes are provided for handy closing. Bemis Bags are recognized as standard and they enjoy a national sale.

OUR DEALERS PROPOSITION provides an attractive selling plan. You need carry no stock; write us for samples and information.

BEMIS BRO. BAG CO.

Cupples Station

ST. LOUIS MISSOURI

ESTABLISHED 1858

CARBON PAPER AND RIBBON

The previous Committee on Carbon Paper and Inked Ribbons have covered the field very well from the Stationer's standpoint hence this year's Committee sought to get information from the standpoint of the Manufacturers, believing it would be of more interest to the Association as a whole.

Letters were written to several of the largest Manufacturers, requesting a statement of present conditions.

Most of those written replied and took pains to go into detail in explaining the situation.

First of all, they agree that the past year has been one of unusual conditions, brought about by the war in Europe.

The abnormal advance in the price of tissue papers and colors is unprecedented and has curtailed the manufacture of low grade carbons and ribbons as manufacturers are conserving their stock of raw materials for use in their better qualities.

This curtailing of production of low grades has naturally resulted in the stiffening of prices on medium qualities and has also had a tendency to eliminate the peddler who has thrived on the sale of low grades under special imprints or by misrepresentation.

It is also agreed that the sale of medium and high grade goods through the stationery trade is on the increase. The scarcity of colors has had the effect of making both the manu-

E. D. L. Sperry, Chairman Committee on Carbon Papers and Inked Ribbons.

facturers and dealers put greater effort on selling black carbon and ribbons.

This is of distinct advantage to the stationer in eliminating the "freak" colors of ribbons he has been carrying and getting his stock on a quick-turning basis.

It also enables him to carry, with the same investment, a larger quantity of the more popular kinds, resulting in better service to his customers and greater satisfaction to himself.

One manufacturer says that the distribution of these goods is gradually resolving itself into three main distributing points:

"First, through the Stationer who will continue to handle what we term the single box trade to the small consumer, at a price affording a good profit carbon from $2.00 to $3.00 per box, typewriter ribbons from 60 cents to 75 cents each.

"Second, the larger consumer business will be done through the specialty houses, which are increasing in number yearly. This trade does not afford as large a profit but, of course, a far greater volume. The specialty houses handle almost exclusively imprint goods.

"Third, the manufacturer himself selling his own standard brands, either direct or through branch offices, representing a mixture of the large as well as the small consumer."

This being true, the stationer has the call on the better or more profitable share of the Carbon and Ribbon business and if the opportunity is fully realized by him, should continue to increase his sales and consequent profits.

Another manufacturer warns against trying to obtain excessive profits by imprinting low grade goods and retailing them as of high grade—thus giving just the opening for which the peddler seeks—an opportunity to furnish equal quality at a less price, establishing his argument that there is no use paying high prices to get quality—the consumer hasn't had

International

THIS is the machine that attracted so much attention at the Chicago Business Show—it was the real WONDER of the Show—people—executives—auditors and efficiency men were astonished at the simplicity and utility of this wonderful machine.

Mechanism masters man in both exactness and endurance. If you lessen MENTAL exertion you will increase both the mental and physical efficiency of your accountants.

The MACHINE WAY of handling the Pay Roll, Scheduling and Adding work will always supplant the HAND WAY when it means more peed and greater accuracy—business cannot wait for the slower method.

It is as important for you to know what this machine can DO as it is for you to keep in close touch with your cash receipts and disbursements—the INTERNATIONAL saves you time and money.

The time saved in making the schedule—getting the exact number of different denominations necessary to make a particular pay—the time saved in placing the money in the envelope and the absolute accuracy covering the entire transaction is MARVELOUS.

The INTERNATIONAL is the only machine that will do this—that will give you an absolute check on your Pay Roll work and furthermore by simply depressing a key, you have one of the best Adding Machines made.

That the INTERNATIONAL is worthy of every respect has been shown since the very largest institutions in America are using it—are enthusiastic about it—firms where efficiency is measured by EXPERTS.

Just another word—that is, that you write us at once for full information about our Wonderful Machines.

INTERNATIONAL MONEY MACHINE COMPANY

Terre Haute, Indiana, *and* **Reading, Pennsylvania**

The Visigraph

Typewriter

is a combination of mechanism to yield the best writing, with the least effort, quietly and efficiently.

Every step of the Operator's progress in its use is assisted by facilitating devices, so that the finished writing is produced with the least mental and physical strain.

The **VISIGRAPH** is as nearly automatic as possible.

Catalogues on request.

General Agency for Great Britain: 35 Queen Victoria St., London, E. C.

The Visigraph Typewriter Mfg. Co., Inc.
Lenox Ave. and 116th Street
NEW YORK CITY. U. S. A.

good quality and doesn't know what it is, but the impression the argument has made sticks with him.

We can not believe there is any large number of Stationers pursuing this policy as it would seem to lead, as does any other form of misrepresentation, to final elimination from that particular field.

The present upward tendency of prices, if continued, will, of necessity, eradicate this evil by forcing low grade goods from the market.

All reputable Manufacturers are willing and anxious to co-operate with the Stationer to enable him to get all this business possible and reports indicate that he is beginning to reap the benefits of such co-operation.

Respectfully submitted,

E. D. L. SPERRY, Chairman.
A. H. BARKERDING.
J. M. BYCK.

REPORT OF EXECUTIVE COMMITTEE

The duties of your Executive Committee have been confined to the election of new members, the total of whom is stated in the report of the Secretary, and the dropping from our rolls of delinquents. In this connection we report that a regular meeting of the Committee was held on October 9, 1916, after the adjournment of the meeting of the Board of Control, all members of the Committee being present, and pursuant to the provisions of Section 5 of Article IV of the By-Laws, the following delinquent members, who have not paid dues for the year 1916, were dropped from the roll of membership:

Beade-Wyneken Co., 926 Calhoun Street, Ft. Wayne, Ind.
Arthur H. Cooley, 701 East High Street, Mt. Vernon, Ohio.
Dealey-Adey-Elgin Co., 211 Fannin Street, Houston, Texas.
Albert Dittmar, Wheeling, West Virginia.
Duggan-Rider Company, Erie, Pennsylvania.
Edwards Company, Dallas, Texas.
International Carbon Paper Co., 206 Broadway, New York City.
Macauley Brothers, 78 Library Avenue, Detroit, Michigan.
R. F. Marley Company, Terre Haute, Indiana.
E. O. Vaile, Jr., Rock Island, Illinois.

Before taking this action we ascertained that a fourth bill had been sent to each member, with a copy of the above named section of the By-Laws, under registered mail, and the registered mail receipts from the said members were produced and filed with the records of the Committee.

Our attention was then called to the offer of prizes made by the President for the best plans for stationery stores contained in the printed notice heretofore issued. That notice states that the Association, in the endeavor to place before its members the most advanced ideas in store arrangement, display, classification and location of merchandise in stationery stores, offered prizes for the best plan for such display in stores having an approximate width of 22 feet and an approximate depth of 100 feet, a similar prize for stores having an approximate width of 47 feet and an approximate depth of 100 feet, and a further prize for the best plan and suggestion for a display case showing any kind of merchandise sold in stationery stores.

It was brought to our attention that the President had appointed a committee to award the prizes, and that plans were submitted anonymously and voted upon by the committee without knowing the names of those who proposed them; that such committee had awarded the second and third prizes above referred to, but not the first because of the submission of an insufficient number of plans coming under that head to justify the making of such an award.

Therefore the Committee, upon motion duly made, seconded and carried, voted the expenditure of $50 for the best plan and suggestion for the display, classification and location of merchandise in a store having approximate inside dimensions of 22x100 feet, and the expenditure of $25 for the best plan and suggestion for a display case showing the best display of any kind of merchandise shown in stationery stores.

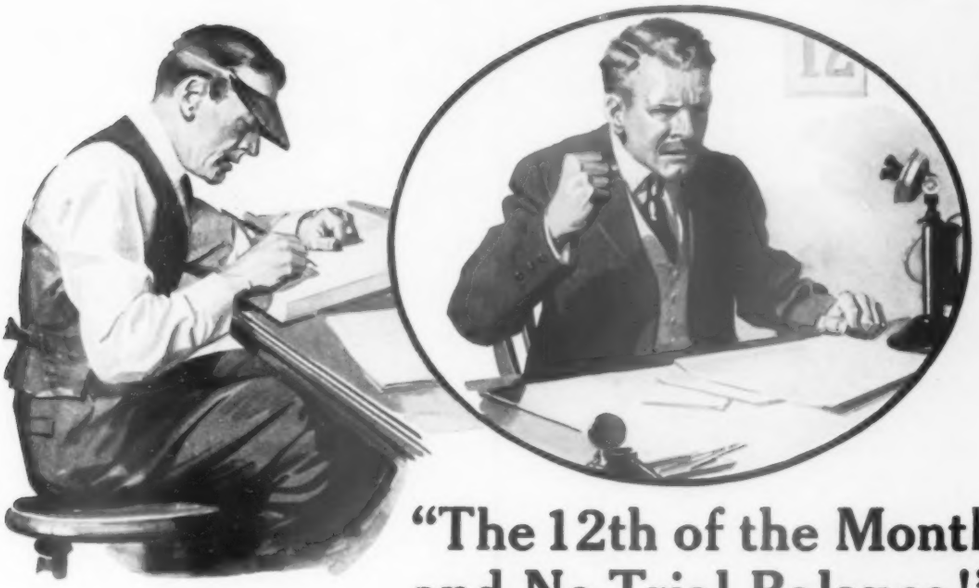
We hope that this report will be adopted, and that the Treasurer will be authorized to make disbursements from the treasury of the Association as above indicated.

Respectfully submitted,

CHAS. N. BELLMAN, Chairman.
CHAS. A. LENT.
GEO. M. COURTS.

* * *

The convention carefully considered the foregoing reports as they were read, and at their conclusion ordered them received and placed on file.



"The 12th of the Month and No Trial Balance!"

HOW often you have said this! And you *may* say it again — because you *need* on-time figures about your business. You get them promptly from other departments, why not from your accounting department?

You don't have to get along with delayed trial balances or statements, with the attendant loss of time and often money. You can use the Elliott-Fisher way — Bookkeeping by Machinery — so popular with thousands of concerns.

Then you can have before you each day, without increase of force, those figures which will tell you all you want to know about your business.

In fact, you can get these and actually save your bookkeepers' time as well, for various operations now done separately are efficiently combined on Elliott-Fisher Bookkeeping Machines, and accounts are kept in continual balance.

The conditions which cause delays, mistakes, and inefficiency in bookkeeping departments have been overcome by the use of Elliott-Fisher Machines in so many concerns that we are prepared to quote you definite instances, proving that practically every problem you have to solve has already been solved for other concerns, not once, but many times.

This monthly delay in getting figures is *not* necessary. It is *not* a part of the work. You can schedule this bookkeeping work — and get it done each day—frequently at an actual saving of money—*always* saving time and labor.

Simply mail the attached coupon, or write us a letter, and we will see that you get the facts—without obligation.

ELLIOTT-FISHER · THE BOOKKEEPING MACHINE

ELLIOTT-FISHER COMPANY, 112 Elliott Parkway, Harrisburg, Pa.

Gentlemen:—Without obligation, please give me information from your Library of Accounting showing how others are proving and balancing daily.

Name_____ Kind of Business_____

Address_____ Mfg., Wholesale or Retail_____

Firm Name_____ My position_____

Your Customers Know Walnut

Three years ago a man in the office furniture business might have been excused for saying that to handle goods made of American Walnut would involve a work of education.

Today this is not true: American walnut is known everywhere, people like it, and explanations regarding it are unnecessary.

AMERICAN WALNUT
The Aristocrat of American Hardwoods

Over 200 furniture manufacturers in the general field are now using walnut. Thousands of stores are selling goods made of this material.

Architects have realized what an addition to the list of fine woods available for interior trim American Walnut has made, and the result is that hundreds of high-class office buildings, stores, etc., have been finished that way.

If this means anything, it means a real and definite demand for business furniture to match these interiors.

It means that the dealer who has walnut on his floor has something worth talking about.

Would you like to see our booklet?

American Walnut Association
Transportation Building, Chicago

SPECIAL COMMITTEE APPOINTED BY BOARD OF CONTROL

Following the adjournment of the meeting of the Board of Control of this association, held October 9, 1916, at 2:00 o'clock in the afternoon, President Charles N. Bellman, acting under the authority of a motion passed at that meeting, appointed a special committee of five to confer with a committee from the manufacturers who are members of this association, and with a special committee representing the wholesale dealers who are also members of this association, for the purpose of formulating recommendations looking to the closer co-operation of the three branches of the trade, and a more efficient method for crystallizing the views peculiar to those groups of members in our association.

The members so appointed by President Bellman are the following: Fletcher B. Gibbs, Robert D. Patterson, Charles A. Lent, Charles E. Falconer and Charles N. Bellman.

On October 10, 1916, we met Messrs. W. D. Bevin, Richard B. Carter, William H. Redington, F. P. Seymour and Eberhard Faber, and Messrs. E. Pettus, J. H. Niedecken and D. H. Jones; the first five gentlemen named were the members of a manufacturers' committee appointed to discuss the subject with the Board of Control, and the latter three gentlemen are wholesale dealers, members of this association, and acting as a committee of wholesale dealers. A frank and highly illuminating interchange of opinions resulted in our decision to recommend to the Twelfth Annual Convention of this association the adoption of a preamble and resolution to be put into effect by the Board of Control, reading as follows:

"Whereas, the growth and activity of our association have emphasized the importance of the results which can be accomplished on behalf of the stationery industry through the stimulation and development of our associate activities, and the necessity for providing a ready method for crystallizing sentiment on the part of manufacturers, wholesale dealers and retail dealers, concerning problems which are peculiar to each of those three branches of the trade, be it

"Resolved, that the Board of Control forthwith provide for the creation of a Board of Manufacturers and a Board of Wholesale Dealers in Stationery, the membership and function of each board to be as follows:

"(a) Members of the Board of Manufacturers shall consist of the chairman of the various manufacturers' conference committees, and this board shall be under the direction of the First Vice-President of this association, who shall be the chairman of said board; conferences of said board shall be held whenever the First Vice-President and the chairman of any two of the said conference committees shall so determine, and the invitation to attend such conferences shall be issued by the First Vice-President to such persons, firms and corporations as he shall select. At least one conference shall be held during the year, and that, on the day prior to the assembling of the annual convention of this association.

"(b) In like manner the Board of Wholesale Dealers shall be made up of such wholesale dealers in stationery as may be suggested to the Board of Control of this association at the next meeting thereof, and this board shall be under the chairmanship of the Second Vice-President of this association, and he shall have like power to summon a conference of the said board when in his opinion and that of two members of said board, such a conference is deemed advisable. At least one conference shall be held during the year, and that on the day prior to the assembling of the annual convention of this association. It is also intended that the chairman of the Board of Wholesale Dealers shall have the privilege of inviting to such conferences such members of the association as he shall select."

We believe that the adoption of the foregoing resolution and its execution by the President and Board of Control will facilitate the full and fair discussion on the part of the manufacturers and wholesalers of problems which are of no general interest to the association, and it is expected that when the occasion requires, the deliberations of these conferences will be reported to the annual conventions for such attention as the circumstances may warrant, and that the manufacturers and wholesale boards will receive and act upon such matters as the association as a whole, may desire to present for consideration.

FLETCHER B. GIBBS, CHARLES E. FALCONER, ROBT. D. PATTERSON, CHAS. A. LENT, CHARLES N. BELLMAN.

The foregoing report has our approval, and in the event of its adoption will receive our support.

W. D. BEVIN, EBERHARD FABER, RICHARD B. CARTER, F. P. SEYMOUR, W. W. REDINGTON, Committee of Manufacturers; J. H. NIEDECKEN, EUGENE PETTUS, D. H. JONAS, Committee of Wholesale Dealers.

MR. E. Y. HORDER
President Horder's Stationery Stores, Chicago

Mr. Horder of Chicago Uses Five Eight-Drawer Electric Receipt-Printing National Cash Registers

Mr. E. Y. Horder operates five big downtown stationery stores in Chicago.

He pays $23,000 a year rent and $42,000 in salaries. Five Eight-drawer Electric Receipt-printing National Cash Registers help him "finance" this great enterprise.

Fifteen years ago Mr. Horder started a little store on $250 cash capital and an open cash drawer. Alarmed at the daily discrepancies between sales and cash receipts he bought a little National Cash Register.

And he has followed the N C R "up the line" ever since, keeping pace with our improvements and giving his stores the best Cash Register we had.

1916 MODEL MULTIPLE DRAWER REGISTER
"A Drawer for Each Clerk"

Mr. Horder said:

"I don't see how any Stationery Store can be successfully operated without a modern cash register.

"People want quick service, and our cash registers help us to give it to them.

"A complete N C R System protects the store. It is a great relief to me who must be 'here, there and everywhere.'

"It protects clerks against each other as well as against unreasonable claims of customers.

"The register in each store shows us daily the total transactions and total amount of sales of each clerk—and each cash drawer must check with the secret totals on the machine.

"Ambitious clerks appreciate what an up-to-date cash register does for them. It stimulates while it protects.

"For quick service, exact information, and a great saving in bookkeeping expense and the employer's time there is no system like it."

Stationers: Mr. Horder's problem is also your problem. Let us explain more about this new-and-better Cash Register System with a drawer for each clerk.

National Cash Register Company
Dayton, Ohio

Fill out our coupon and get our up-to-date literature on "Better Storekeeping."

The National Cash Register Company
Dayton, Ohio

Please send me your literature on "Better Storekeeping" and the plan for using Register receipts and sales-slips for store advertising.

*Name*_____

*Address*_____

*Remarks*_____

Office Appliances, 9-16.

EXHIBIT OF FORMS AND BLANKS

President Bellman received a liberal response from the trade for forms and blanks used by them for exhibition at the convention and they were on view in the Hotel Ansley. This educational feature was new and received great attention, those viewing the display receiving much valuable information.

The list of contributors follows:

NAME	ADDRESS	FOLDER NUMBER
Acorn Press, The	Jackson, Mich.	A-1
Adams, H. S.	Rochester, Minn.	A-2
Adams & White Co.	Buffalo, N. Y.	A-3-4-5-6
Arey-Jones Co.	San Diego, Cal.	A-7
Automatic Printing & Sta. Co.	Philadelphia, Pa.	A-8-9
Adams Stamp & Sta. Co., S. G.	St. Louis, Mo.	A-10
Barker's Sons Co., S.	Cleveland, O.	B-1
Beach Printing Co., Will A.	Sioux Falls, S. D.	B-2
Payliss Office Equipment Co.	Atlanta, Ga.	B-3
Besser's, Inc.	Buffalo, N. Y.	B-4
Bixby Office Supply Co.	Grand Rapids, Mich.	B-5
Bradley & Scoville, Inc.	New Haven, Conn.	B-6-7
Brandon Printing Co.	Nashville, Tenn.	B-8-9-10-11-12-13-14-15
Brentano's	New York City	B-16-17
Brown, Eager & Hull Co.	Toledo, O.	B-19
Brown, Blodgett & Sperry Co.	St. Paul, Minn.	B-18-20
Burford, Wm. B.	Indianapolis, Ind.	B-21-22-23
Bath Co., Ltd., M. L.	Shreveport, La.	B-24-25-26
Brokaw & Bro., Edward V.	New York City	B-27
Buxton & Skinner P. & S. Co.	St. Louis, Mo.	B-28-29-30-31-32-33-34
Burke Co., The J. W.	Macon, Ga.	B-35-36
Barber Co., Edgar H.	Oakland, Cal.	B-37-38
Berryhill Co., The	Phoenix, Ariz.	B-39
Baer's	Canton, O.	B-40-41-42
Brooks Co., The	Cleveland, O.	B-43-44-45
Blade Ptg. & Paper Co.	Toledo, O.	B-46
Chamberlin, W. H. H.	Syracuse, N. Y.	C-1
Childs & Co., S. D.	Chicago, Ill.	C-2-3-4
Carlton Co., M. E.	Flint, Mich.	C-5
Carpenter & Co., W. B.	Cincinnati, O.	C-6
Clarke Co., W. B.	Boston, Mass.	C-7
Clarke & Courts	Galveston, Tex.	C-8-9-10
Corner Bookstore, The	Ithaca, N. Y.	C-11-12
Corlies, Macy & Co., Inc.	New York City	C-13
Cotton & Gould	Boston, Mass.	C-14
Crane & Co.	Topeka, Kan.	C-15
Crocker Co., H. S.	San Francisco, Cal.	C-16-17-18-19
Clarke & Brother, E. H.	Memphis, Tenn.	C-20
Dameron-Pierson Co.	New Orleans, La.	D-1-2-3-4-5-6-7-8-9-10-11-12-13
Damon of	Boston, Mass.	D-14
Deemer & Co.	Scranton, Pa.	D-15
Dearing's	Louisville, Ky.	D-16
Dodsworth Book Co., Sam'l.	Kansas City, Mo.	D-17
Duncan & Co., Robert	Hamilton, Canada	D-18-19
Dawson Ltd., Chas. F.	Montreal, Canada	D-20-21-22-23
Eaton Bros. Co., Inc.	Buffalo, N. Y.	E-1
Educator Supply Co.	Mitchell, S. D.	E-2
Erhard & Co., E. W.	Galveston, Tex.	E-3
Fairbanks & Co., J. L.	Boston, Mass.	F-1
Falconer Co., The	Baltimore, Md.	F-2-3-4-5-6-7-8
Fergus County Democrat	Lewistown, Mont.	F-9
Fielder & Allen Co.	Atlanta, Ga.	F-10-11-12-13-14
Forman-Bassett Co.	Cleveland, O.	F-15-16-17-18-19-20-21-22-23
Fowler Bros.	Los Angeles, Cal.	F-24-25-26
Freund & Sons, Wm.	Chicago, Ill.	F-27
Fritz-Cross Co.	St. Cloud, Minn.	F-28-29
Franklin Press Co.	Pueblo, Colo.	F-30-31-32-33
Franklin Ptg. & Eng. Co.	Toledo, O.	F-34-35-36-37-38-39
George Bros.	Lincoln, Neb.	G-1-2-3
Gerry & Murray	New York City	G-4
Gibson & Perin Co.	Cincinnati, O.	G-5
Gould, W. Reid	New York City	G-6
Gregory, Mayer & Thom Co.	Detroit, Mich.	G-7-8
Grimes-Stassforth Sta. Co.	Los Angeles, Cal.	G-9-10-11-12
Greene Co., Stephen	Philadelphia, Pa.	G-13
Hammond Typewriter Co.	New York City	H-1
Hintz, J. Geo.	Reading, Pa.	H-2
Hirsch & Leman Co.	Shreveport, La.	H-3
Holley & Son, L. W.	Des Moines, Ia.	H-4
Hogan Co., James	Philadelphia, Pa.	H-5
Horder's Sta. Stores, Inc.	Chicago, Ill.	H-6
Hoskins Store, The	Philadelphia, Pa.	H-7
Keating Co., The	Philadelphia, Pa.	K-1-2
Kendrick-Bellamy Co.	Denver, Colo.	K-3-4-5-6
Kennedy Sta. Co., Wm. J.	St. Louis, Mo.	K-7
Kurtz, Langbein & Swartz.	Pittsburgh, Pa.	K-8
Kilham Stationary & Ptg. Co.	Portland, Ore.	K-9-10-11
Los Angeles Desk Co.	Los Angeles, Cal.	L-1
Los Angeles Rub. Stamp Co.	Los Angeles, Cal.	L-2
Lowman & Hanford Co.	Seattle, Wash.	L-3-4-5-6-7-8
Lucas Brothers	Baltimore, Md.	L-9
Lundberg & Co., L.	Chicago, Ill.	L-10
McAdams, Wm. L.	Boston, Mass.	Mc-1
McCloy Co., A. M.	Pittsburgh, Pa.	Mc-2-3-4-5-6-7
McKenzie Engraving Co.	Boston, Mass.	Mc-8
McNell Co.	Phoenix, Ariz.	Mc-9-10-11-12-13
McGregor Co., The	Athens, Ga.	Mc-14
McRae Bros., Ltd.	Prince Rupert, B. C.	Mc-15-16
Moore Co., S. Spencer	Charleston, W. Va.	M-1
Mullen Co., Geo. A.	Cedar Rapids, Ia.	M-2-3-4
Marshall & Bruce Co.	Nashville, Tenn.	M-5-6-7
Myers & Shinkle Co., The	Pittsburgh, Pa.	M-8
Mann Co., Wm.	Philadelphia, Pa.	M-9-10
Neuner Co., The	Los Angeles, Cal.	N-1-2-3-4
Noble Engraving Co., R. E.	New York City	N-5
O'Donnell Bros.	New Orleans, La.	O-1
Parrott & Sons Co., Matt.	Waterloo, Ia.	P-1-2
Parkin-Longley Co.	Little Rock, Ark.	P-3
Payott, Stratford & Kerr	San Francisco, Cal.	P-4
Pembroke Co.	Salt Lake City, Utah.	P-5-6-7
Perry & Buckley	New Orleans, La.	P-8-9
Plimpton Mfg. Co.	Hartford, Conn.	P-10
Pomerantz & Co., A.	Philadelphia, Pa.	P-11-12-13-14
Pound & Moore Co.	Charlotte, N. C.	P-15
Presby. Com. of Publication.	Richmond, Va.	P-16
Pounsford Stationery Co.	Cincinnati, O.	P-17
Reuter Printing Co., H. J.	St. Louis, Mo.	R-1
Roberts & Son	Birmingham, Ala.	R-2-3-4
Roth, M. J.	New York City	R-5
Rogers, H. Taylor	Asheville, N. C.	R-6
San Antonio Printing Co.	San Antonio, Tex.	S-1-2
Scranton, Wetmore & Co.	Rochester, N. Y.	S-3
Southern Sta. & Prtg. Co.	Valdosta, Ga.	S-4
Shields Stationery Co.	Salt Lake City, Utah.	S-5
Stanage & Co., W. H.	Cincinnati, O.	S-6
Stromberg, Allen & Co.	Chicago, Ill.	S-7
Skinner & Kennedy Sta. Co.	St. Louis, Mo.	S-8-9
Stevens, Maloney & Co.	Chicago, Ill.	S-10
Smith Bros., Inc.	Oakland, Cal.	S-11-12-13-14
Thorp & Martin Co.	Boston, Mass.	T-1-2
Typewriter & Office Sup. Co.	El Paso, Tex.	T-3
Toof & Co., S. C.	Memphis, Tenn.	T-4-5-6-7-8-9-10-11
Trick & Murray	Seattle, Wash.	T-12-13-14
U. of I. Supply Store, The	Champaigne, Ill.	U-1-2
Vaile, Jr., E. O.	Rock Island, Ill.	V-1
Vose-Swain Engraving Co.	Boston, Mass.	V-2-3-4
Walker Bros. & Hardy	Fargo, N. D.	W-1
Wahl Stationery Co.	Sacramento, Cal.	W-2
Wagner, Otto	Freeport, Ill.	W-3
Wedelstaedt, Henry E.	St. Paul, Minn.	W-4
Whiteman & Co., H. A.	Wilkes-Barre, Pa.	W-5-6
Wills Book & Stationery Co.	Greensboro, N. C.	W-7
Wilbur & Hastings	New York City	W-8
Weldin & Co., J. R.	Pittsburgh, Pa.	W-9
Ward's	Boston, Mass.	W-10-11-12-13-14-15
Zeiser Specialty Co., Will H.	Des Moines, Ia.	Z-1

Prize Winners in Display Contest.

Report of Special Committee on the award of prizes for the best retail store plans for stationery business, and the best fixture plan for any articles entering into the stationery business.

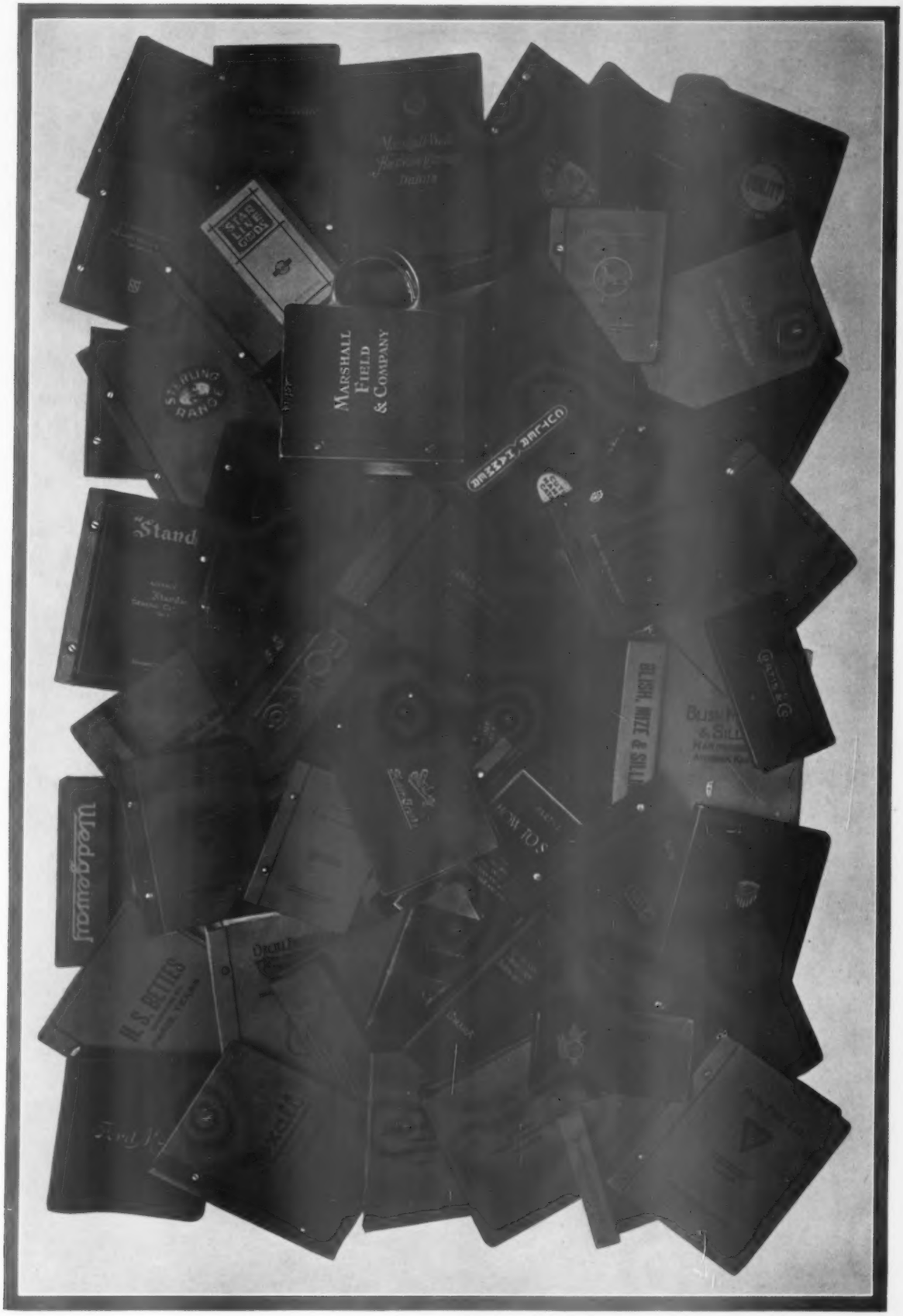
For the best store plans for double stores, that is, for stores measuring over 47 feet in width, first prize of $50 awarded to R. J. W. Huff, care H. K. Brewer & Co., New York.

There will be no award made for plans for a single store, because the committee did not deem any of the plans submitted to be of sufficient merit to entitle them to an award. The single store plans were to be adapted to stores 22 feet wide or less.

The committee awards the best fixture plan, prize of $25, to the L. E. Waterman Company of New York, on a show case and wall case for the display of fountain pens and fountain pen accessories.

They also wish to give honorary mention to fixture plan submitted by Louis E. Oglin of Chicago.

RALPH S. BAUER, Chairman:
W. J. YOUMANS,
HENRY W. STACY.



To our friend, the Dealer:

Does this engraving suggest the desirability of active "*Badger*" co-operation in your district?

THE BADGER LINE
LOOSE-LEAF DEVICES

TURN OVER

THE BADGER LINE
LOOSE-LEAF DEVICES

THE HEINN COMPANY

ORIGINATORS OF THE LOOSE LEAF SYSTEM OF CATALOGING

thank their distributors for their co-operation, which has been like cement in the building up on a solid foundation of the Badger Loose-Leaf business.

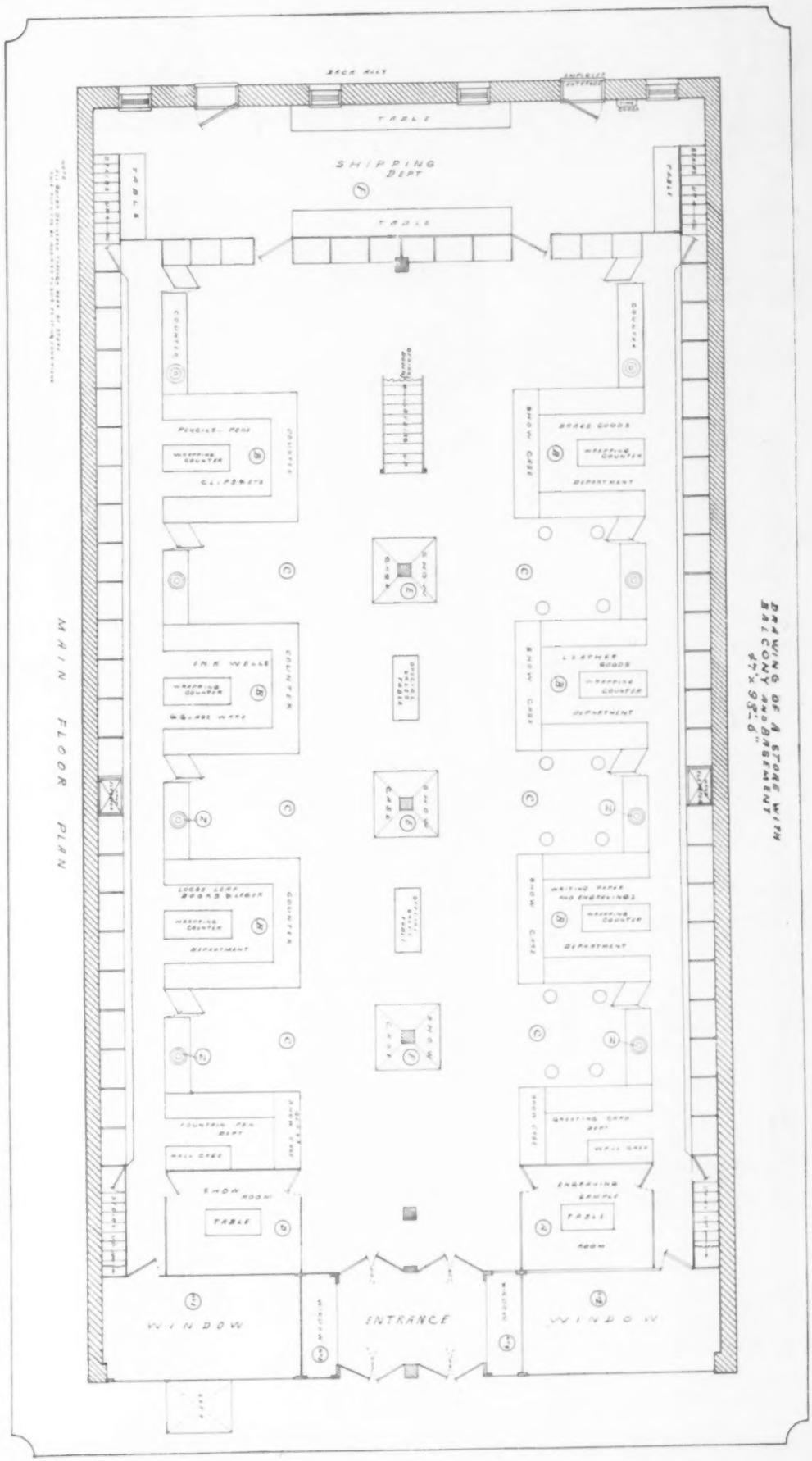
Hitherto, of necessity, the Catalog Department has been treated as a field of operation demanding direct service.

That field had to be plowed at great expense, and we could not expect our distributors to do this for us. How we have succeeded is evidenced by the array of catalogs on this sheet.

The field is open to all active dealers.

Dealers who get busy at once will have the advantage of our direct advertising campaign, beginning with a broadside, which we will gladly send to any dealer in order that he may see how easy and profitable for him it will be to make money by co-operating with us in this branch of the "Badger" business, which is quite a distinct undertaking from the Badger Loose-Leaf devices they are now handling on our behalf.

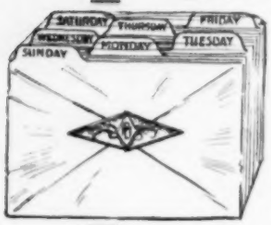
THE HEINN COMPANY, MILWAUKEE, WISCONSIN



Plan for store setting and arrangement awarded first prize. Plan made by R. J. W. Huff of H. K. Brewer & Co., New York. Blue prints of ground floor, basement and upper floors may be had by sending cost of making them to W. J. Pittman, 411 Olive street, St. Louis, Mo. A prize was also awarded to the L. E. Waterman Company for a show case and wall case, and honorable mention was given Louis E. Ogiin of Chicago for a fixture plan.

Full Count—Clean Stock—

By marketing "B-M" Card Index and Vertical File Supplies in their original bindery packages, we are able to and DO Guarantee Full Count and Clean Stock.



Cards, Guides and Folders of this character, handled and sold in the old-fashioned way, cannot be *expected* to be *perfectly clean*—and—

With only a thin strip of paper to hold them together, it is not surprising that the "sets" became soiled and scattered.

If *you* want to be sure of the "count", the quality and the service of *your* supplies, make it a point to specify—

"B-M" Card Index and Vertical File Supplies

In Original, Sealed, Dust and Soil Proof Packages

Progressive Stationers and Office Supply Dealers will gladly furnish this new "Quality" Line—

Because it is easier to handle, because it is always clean, fresh, attractive and guaranteed.

Be sure *your* order for Cards, Guides and Folders is delivered in the original Bindery Packages. Our Guarantee is enclosed in every wrapper. It guarantees the quality, cleanliness and service PROVIDED the "B-M" seal is *unbroken*.

If you appreciate the economy and satisfaction of buying your supplies *this way*, consult your dealer today. If he cannot care for your requirements promptly, send your order direct.

Catalog illustrating and describing this entire Line, mailed FREE on request.

Browne-Morse Company

111 McKinney Ave., Muskegon, Mich.

Branches: 343 Broadway, New York City
919 Liberty Ave., Pittsburgh
109 N. Frederick St., Baltimore
193 E. Jefferson Ave., Detroit

DEALERS, NOTE: If "B-M" Quality Card Index and Vertical File Supplies are not yet displayed in your store, send a letter today for Catalog, Samples and Trade Discounts; for here is a line that *sells without waste or dissatisfaction.*

DRAWING AND ARTISTS' MATERIALS

Your Committee on Drawing and Artists' Materials has no report to make other than that it recommends the abolishment for the present of this Committee. We are convinced that at present very little for the good of the trade at large can result from any efforts on our part. There seems to exist practically no basis for any co-operation or working arrangement between the different importers and manufacturers, much less among the retailers of these goods, whom we find to be Stationers, Hardware Dealers, Opticians, Jewelers, Art Dealers, Blue Printers, etc. Just now both the Drawing Material and the Artists' Material lines are greatly affected on account of the war and the resulting stoppage of imports, it being impossible to procure so many items that have been considered not only staple but necessary.

While we sincerely trust that conditions in the Drawing and Artists' Material trades will take a change for the better after the war, we do not feel that the Committee from our Association can in any way help bring about this desired result. We rather think that it must be done by the importers and manufacturers themselves, and it will not be done until the majority of them feel the need of it.

Charles M. Marshall.

What we mean by a change for the better would be an effort on the part of all interested looking towards the standardization of goods, prices, terms and methods of handling the lines.

Respectfully submitted,
CHARLES M. MARSHALL, Chairman.
CHARLES H. LANGBEIN.
A. H. FOLKMAR.

Report of the Board of Control.

On behalf of the Board of Control, for the year ending October 11, 1916, the undersigned beg leave to report:

Our first meeting was held on September 29, 1915, in the Hotel Fairmont, San Francisco, and pursuant to the provisions of Article VI, Section 5, of the by-laws, the secretary was re-elected at the same salary and expense allowance as heretofore fixed.

Nothing other than routine business was transacted at that meeting.

The second meeting of the board was held on October 9, 1916, at the Hotel Piedmont, Atlanta, and a quorum being praesent the meeting proceeded to the consideration of the two communications which had been addressed by the president of this association to the manufacturers of this organization, and to the Wholesale Stationers' Association.

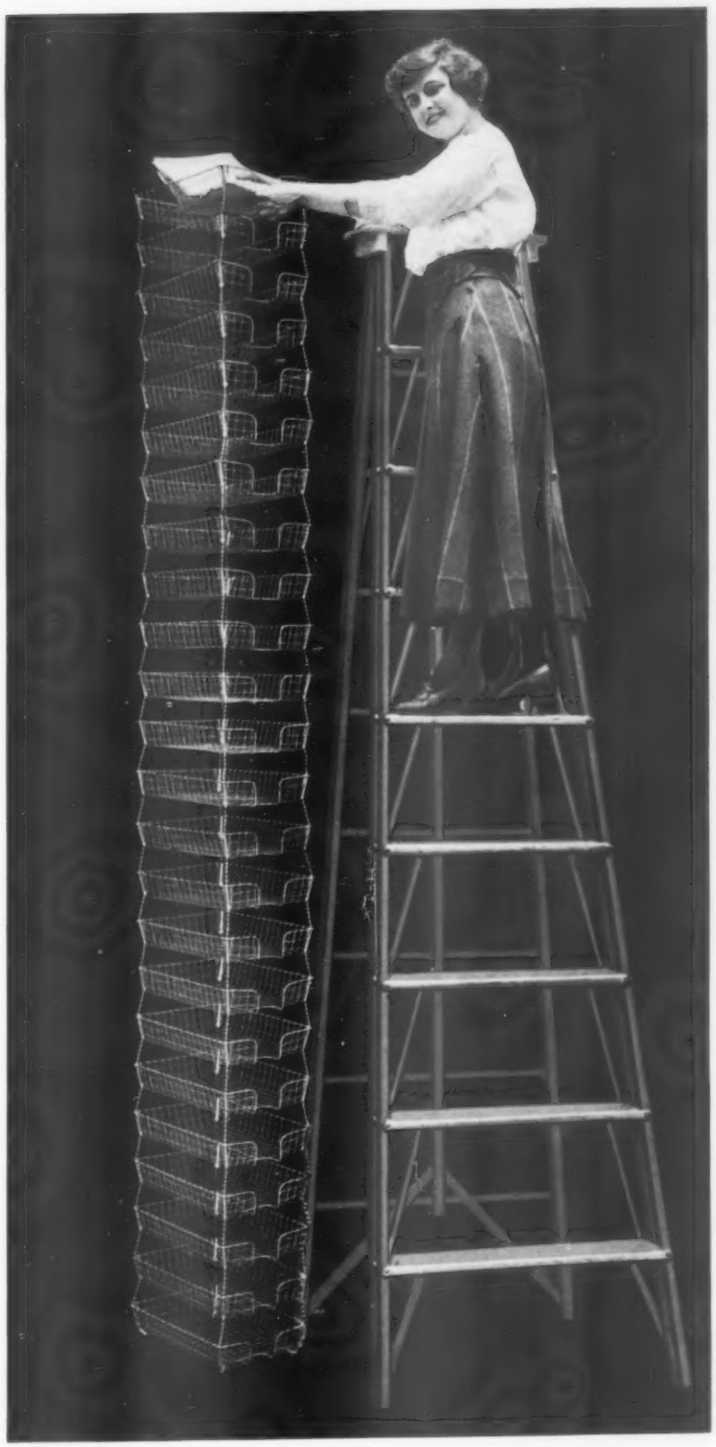
These communications were approved by the Board of Control, and a special committee of five was appointed, consisting of Messrs. Fletcher B. Gibbs, Robert B. Patterson, Charles A. Lent, Charles E. Falconer and President Bellman, to confer with a committee from the manufacturers and a committee from the Wholesale Stationers' Association, with power to report its recommendations to this convention.

There being no further or other business before the meeting, adjournment was thereupon had.

CHAS. N. BELLMAN, President.
MORTIMER W. BYERS, Secretary.

Even This Is Not The Limit

You can build up "ACME BUILD-UP TRAYS" to any height of stack



You probably will not have occasion to use even as high a one as we illustrate herewith, but "ACME BUILD UP TRAYS" can be used as single letter trays or built up to any desired number of spaces. STRONG, SUBSTANTIAL and ATTRACTIVE in appearance.

They give the stationer a stock of "space" baskets which is complete and takes up but little room.

When you have these in stock you are never "out of the size" wanted by customer.

They are shipped K. D. nested so that they save freight charges, enabling the stationer to deliver a better article at less price.

The "BUILD-UP TRAY" is only one item in the complete line made by us.

We make

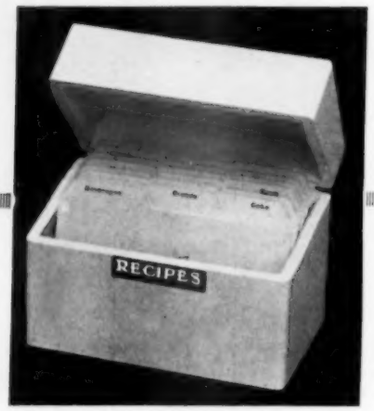
Letter Trays
Waste Baskets
Mail Baskets
Ticker Baskets
Space Baskets
Etc., Etc.

SEND FOR CATALOGUE AND PRICES.

Barbee Wire & Iron Works

180 North Dearborn Street **Chicago, Illinois**

HOLIDAY SALES BOOSTER



(NEW) WHITE ENAMEL RECIPE CABINET

Finishes:
Plain Oak
Quartered Oak
Birch Mahogany
White Enamel

Contents:
100 Ruled Cards and a set of Recipe Guides
Made in 3x5 and 4x6 sizes

Thousands of these Recipe Cabinets will be sold before and during the Holiday season!

Are you prepared to get your share of this business?

You will make no mistake in stocking the ***Imperial*** *line of Recipe Cabinets, because it is the most complete and gives you* **BIGGER PROFITS.**

Send for our liberal Dealers' Proposition. You'll be glad that you did.

Imperial Methods Co

MANUFACTURERS OF

Filing Cabinets and Filing Supplies

204-6-8 West Monroe Street

CHICAGO, ILL.

OFFICIAL REGISTRATION

Monday, October 12.

Abrams, Albert R., Geyer's Stationer, New York.
Armington, James R., Dennison Mfg. Co., Boston, Mass.
Archibald, D. H., Eberhard Faber, New York.
Aldredge, John, Lester Book & St. Co., Atlanta.
Alderson, R. B., Irving-Pitt Mfg. Co., Kansas City.
Allen, Ivan E., Fielder & Allen Co., Atlanta.
Allison, R. E., Am. Lead Pencil Co., Americus, Ga.
Anderson, Geo. S., Clarke & Courts, Galveston, Tex.
Anderson, R. T., Roberts & Son, Birmingham, Ala.
Ancker, M. D., Emil Weissbrod & Sons, Philadelphia.
Aronstone, L., Gen'l Fireproofing Co., Youngstown, O.
Bellman, Chas. N. Franklin Ptg. Co., Toledo, Ohio.
Byers, Mortimer W., Secretary of Association, New York.
Brewer, John, H. K. Brewer & Co., Incs., New York.
Baer, Edwin I., Baer's, Canton, Ohio.
Brundage, J. R., White & Wyskoff Mfg. Co., New York.
Bainbridge, H. C., Jr., C. T. Bainbridge's Sons, Brooklyn, N. Y.
Beziat, Ed., Owen Post-Card & Ntl. Art Pub. Co., Baltimore, Md.
Booth, G. A., McGregor Co., Athens, Ga.
Bostick, S. M., Geo. B. Hurd & Co., Syracuse, N. Y.
Burnham, F. A., Jr., Bates Mfg. Co., New York.
Butenschoen, Fred H., Imperial Methods Co., Chicago.
Broadmeyer, Albert, The W. O. Hickock Mfg. Co., Harrisburg, Pa.
Bauer, Ralph S., The R. S. Bauer Co., Lynn, Mass.
Bernheiser, J. H., Acme Staple Co., Camden, N. J.
Berglund, C. E., A. D. Joslin Mfg. Co., Chicago.
Baxter, R. H., Defiance Mfg. Co., New York.
Brueser, E. J. W., S. S. Stafford, Inc., Milwaukee.
Bushnell, Alvah, Jr., Alvah Bushnell Co., Philadelphia.
Brokaw, Edw. V., Edw. V. Brokaw & Bro., New York.
Barie, Robt. F., Gregory, Mayer & Thom Co., Detroit.
Bardenheuer, H. G., Am. Pad & Paper Co., Holyoke, Mass.
Bardenheuer, Wm. C., New York.
Burgoyne, Sidney J., Stephen Greene Co., Philadelphia.
Blaine, J. E., Jr., The Globe-Wernicke Co., Cincinnati.
Brower, Harold S., Defiance Mfg. Co., New York.
Barnes, Geo. E., The Berger Mfg. Co., Rochester, N. Y.
Baylis, A. P., Baylis Office Equip. Co., Atlanta.
Burdette, M. S., Aiken-Lambert Co., New York.
Bevin, W. D., Boorum & Pease Co., New York.
Bement, Lewis D., Dennison Mfg. Co., Framingham, Mass.
Bogart, E. N., Dennison Mfg. Co., Framingham, Mass.
Childs, A. H., Childs & Co., Chicago.
Colomb, Jas. M., Dameron-Pierson Co., Ltd., New Orleans.
Colomb, V. L., Palfrey-Rodd-Pursell Co., Ltd., New Orleans.
Courts, Geo. M., Clarke & Courts, Galveston, Tex.
Crocker, Chas. H., H. S. Crocker Co., San Francisco.
Cotteral, David W., David W. Cotteral, Harrisburg, Pa.
Cogswell, Wm. H., Walker, Evans & Cogswell Co., Charleston, S. C.
Carlton, M. E., M. E. Carlton Co., Flint, Mich.
Carter, Richard B., The Carter's Ink Co., Boston, Mass.
Chumley, H. H., Roberts & Son, Birmingham, Ala.
Collins, D. W., Western Bank Sup. Co., Oklahoma City.
Collins, Sidney E., Cameron Amberg Co., Chicago.
Cooper, Frank S., Miller, Bryant, Pierce Co., Aurora, Ill.
Clayton, Ernest, Fielder & Allen Co., Atlanta, Ga.
Cooke, C. S., The Cooke & Cobb Co., Brooklyn, N. Y.
Cooper, Jno. M., Foote & Davies Co., Atlanta, Ga.
Chaplin, W. J., L. E. Waterman Co., Boston, Mass.
Cobb, C. C., Conklin Pen Co., Toledo, Ohio.
Clendenin, S. H., Technical Supply Co., Philadelphia, Pa.
Doolittle, Uri, W. H. H. Chamberlin, Syracuse, N. Y.
Damon, Geo. E., Geo. E. Damon Co., Boston, Mass.
Davis, Wm., Forsyth & Davis, Kingston, N. Y.
Davidson, A. N., Chas. M. Higgins & Co., Brooklyn, N. Y.
Dewberry, J. R., Dewberry & Montgomery Sta. Co., Birmingham.
Diehl, Wm. R., The Diehl Office Equip. Co., Columbus, Ohio.
Davis, Emery, Emery Davis, New York.
Davis, W. D., The Conklin Pen Mfg. Co., Toledo, Ohio.
Dunn, DeWitt C., Wm. Mann Co., Philadelphia.
Davison, F. S., L. E. Waterman Co., New York.
Dalton, Ernest, Union Ribbon & Carbon Co., Philadelphia.
Elz, Jacob G., Sam'l Ward Mfg. Co., Boston.
Everly, C. H., Office Appliance Co., New York.
Eldridge, W. E., Braid & Hutton, Inc., Savannah, Ga.
Faber, Eberhard, Eberhard Faber, New York.
Fargo, C. R., Wilson-Jones Loose Leaf Co., Chicago.
Fitzwilliam, T. W., Stationers' Club of New Orleans, New Orleans.
Fingerhut, H. A., Fingerhut Ink Eradicator Company, New York.
Figueredo, Fernando, Jr., Frank G. Robins Co., Havana, Cuba.

Cesco

the logical line to tie up to—

Here is the bright shining light of the Cesco line—the **steel Ledger.** Its construction is mechanically perfect. The ease with which it can be expanded or contracted, its neatness of appearance —has made the Steel Ledger known from coast to coast. And it's **guaranteed** for ten years—a **clinching** argument. The Steel Ledger is carried in a wide range of sizes and prices—an Outfit to suit **every** prospect.

Send for Special Dealers' Proposition

We want to submit evidence—**facts** and **figures**—why **you** too should be a Cesco dealer. The Cesco line is the **logical** line—it represents an exceptionally complete assortment of **Loose Leaf Devices** and **Accounting Outfits.** Let us send our Catalog and full information regarding terms, discounts and dealer co-operation.

THE C. E. SHEPPARD CO.

Cesco LOOSE LEAF Cesco

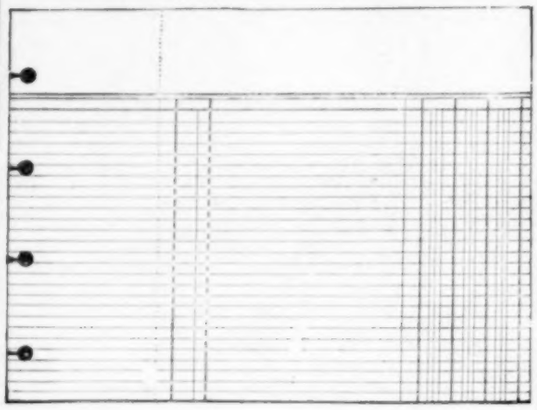
303-311 Hudson Street **NEW YORK**

The WAY of WISDOM

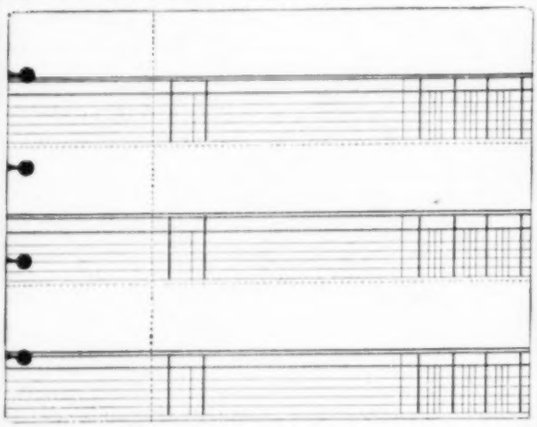
When selling DUPLICATE MONTHLY STATEMENT SYSTEMS is to purchase of us

RULED BLANK STATEMENTS

perforated but not punched, and print headings to order, if you are a manufacturing stationer. If not, we will print them for you. Buying paper in the quantities we use we can save you money.



We carry in stock and can supply quickly statement blanks, either one, two, three or four to the page, ready perforated, complete with plain duplicate sheets.



SUGGESTION: Carry a quantity of blank statements in sizes 9¼x11⅞ and 11¼x11⅞. Nine-tenths of the ledgers in use are made in these two sizes and the customer may wish to use his old covers.

If new binders are needed, supply our SILVER CAP—the proper device for duplicate statement work.

BINDERS OR METAL PARTS ONLY

The PLEW & MOTTER CO.

Racine Ave. and Monroe St.

Chicago—U. S. A.

Foster, W. H., Gen'l Fireproofing Co., Youngstown, O.
Fox, Francis J., Diem & Wing Paper Co., Atlanta, Ga.
Frater, H. L., Wilson-Jones Loose Leaf Co., New Orleans, La.
Falconer, Chas. E., The Falconer Co., Baltimore, Md.
Frankenthal, M., Eagle Pencil Co., New York.
Forman, J. T., The Forman-Barrett Co., Cleveland, O.
Finnegan, E. H., Horrocks Desk Co., Herkimer, N. Y.
Fielder, J. W., Fielder & Allen Co., Atlanta.
Fera, Henry, Jr., A. W. Faber, Newark, N. J.
Gibbs, F. B., Shea Smith & Co., Cincinnati.
Gerry, Theo. L. C. Gerry & Murray, New York.
Geyer, Andrew, Geyer's Stationer, New York.
Gillette, Robt., Hampshire Paper Co., Holyoke, Mass.
Graff, Geo. B., Geo. B. Graff Co., Boston, Mass.
Goldstein, J. M., The Weis Mfg. Co., Cleveland, Ohio.
Gassenheimer, Leo, Mercantile Paper Co., Montgomery, Ala.
Gavan, J. Chas., Atlanta Sta. Club, Atlanta, Ga.
Gueirant, C. B., Conklin Pen Mfg. Co., Toledo, Ohio.
Goes, Chas. B., Jr., Goes Litho. Co., Chicago, Ill.
Griffin, Robt. M., Ideal Specialties Co., New York.
Hanson, Jno. D., Jr., Perry & Buckley Co., New Orleans.
Hamlin, Guy E., McMillan Book Co., Syracuse, N. Y.
Hargreaves, Sam, Hargreaves Ptg. Co., Dallas, Texas.
Herr, L. B., L. B. Herr & Son, Lancaster, Pa.
Headrick, W. W., J. G. Shaw Blank Book Co., New York.
Horder, E. Y., Horder's Staty. Co., Chicago.
Hoge, Will, Brown-Morse Co., Chattanooga, Tenn.
Horne, D. H., Jas. Burkley & Co., Ltd., New Orleans.
Harcq, A. H., Milwaukee Chair Co., Milwaukee, Wis.
Hawkins, H. E., Stationers Loose Leaf Co., Milwaukee, Wis.
Garver, Ivan E., Roaring Spring Blank Book Co., Roaring Spring, Pa.
Huber, Edw. E., Eberhard Faber, Brooklyn.
Hildreth, J. H., Esterbrook Steel Pen Mfg. Co., Chicago, Ill.
Heymann, Harry, Eagle Pencil Co., New York.
Hoffman, P. A., Smead Mfg. Co., Hastings, Minn.
Hibbald, Albert D., Sam'l Ward Mfg. Co., Boston.
Howall, C. H., T. H. Payne & Co., Chattanooga, Tenn.
Humphreys, Edw. J., C. Howard Hunt Pen Co., Philadelphia
Hutchinson, Henry S., H. S. Hutchinson & Co., New Bedford, Mass.
Hamblen, Henry W., Standard Ptg. Co., Houston, Texas.
Haupt, Harry, Kimpton, Haupt & Co., New York.
Hobbs, J. N., Southworth Co., Chicago.
Hall, Fred H., Am. Vulcanized Fibre Co., Cleveland, O.
Hodge, Chas., Automatic Ptg. & Sta. Co., Philadelphia.
Henkel, E. T., Woodward & Tieman Prtg. Co., St. Louis.
Hyatt, F. T., A. W. Hyatt Stat'l Mfg. Co., New Orleans.
Hawkes, L. A., C. Howard Hunt Pen Co., Merchantville, N. J.
Isgrig, W. V., The Heinn Co., Milwaukee, Wis.
Iseman, Sam, Va. Sta. Co., Inc., Richmond, Va.
Jonas, D. H., Tower Mfg. & Novelty Co., New York.
Justis, Howard L., Eaton Crane & Pike Co., Cincinnati.
Jernigan, O. L., Lester Book & Sta. Co., Atlanta, Ga.
Johnson, Evan, Office Appliance Co., Chicago.
Jackson, Arthur P., S. & P. Board of Trade, New York.
Kral, Jos. S., Office Supply & Ptg. Co., Cleveland, Ohio.
King, Robt. A., Am. Lead Pencil Co., New York.
Kempt, P. A., Ireland & Matthews Mfg. Co., Detroit.
Lorio, R. D., Perry & Buckley Co., New Orleans.
Loomis, Edwin C., Automatic Pencil Sharpener Co., Chicago.
Lockwood, Millington, Millington Lockwood, Buffalo, N. Y.
Lutz, Geo. F., Jno. P. Morton & Co., Louisville, Ky.
Langbein, Chas. H., Kurtz, Langbein & Swartz, Pittsburgh.
Lines, E. D., Art Metal Const. Co., Jamestown, N. Y.
Lent, Chas. A., Brown, Lent & Pitt, New York.
Leonhardt, M. J., Am. Lead Pencil Co., New York.
Kennedy, W. H., W. J., Kennedy Staty. Co., St. Louis.
Kopplin, H. M., The S. P. Richards Co., Atlanta, Ga.
Kilbourne, Jos. L., L. H. Biglow & Co., Inc., New York.
Kelly, Edw. J., The Pounsford Staty. Co., Cincinnati.
McDonald, J. Frank, Willis McDonald & Co., New York.
McChesney, Francis H., Hall & McChesney, Syracuse, N. Y.
McCormick, G. S., Browne-Morse Co., Muskegon, Mich.
Main, F. W., Worthy Paper Co. Ass'n., Mittineague, Mass.
Mitchell, Chas. L., Crane & Co., Topeka, Kan.
Moody, W. S., Williams Ptg. Co., Nashville, Tenn.
Merckle, J. W. R., Thaddeus Davids Ink Co., New York.
Mead, E. Allen, Mead & Wheeler Co., Chicago.
Morse, Frank C., Browne-Morse Co., Muskegon, Mich.
Marsh, F. M., Atlanta Table Co., Atlanta, Ga.
McMillan, J. L., McMillan Book Co., Syracuse, N. Y.
Moore, R. S., The Ault & Wiborg Co., Cincinnati, Ohio.
Martin, Hobart W., Office Appliance Co., Chicago.
Marshall, Chas. M., Fielder & Allen Co., Atlanta, Ga.
Miller, James T., Miler's Book Store, Atlanta, Ga.
Martin, R. C., Boorum & Pease Co., Syracuse, N. Y.

Complete and Practical in every Detail

The Noiseless Typewriter

100% NOISELESS

Highly commended by well-known representative concerns after exhaustive tests, resulting in repeat orders and standardization of equipment.

The practical Noiseless mechanical construction not only insures a permanent noiseless result, but also increases durability by preventing the usual excessive wear and strain caused by the hammer method of typewriting.

Our catalogue will interest you. Send your address and we will mail you a copy at once.

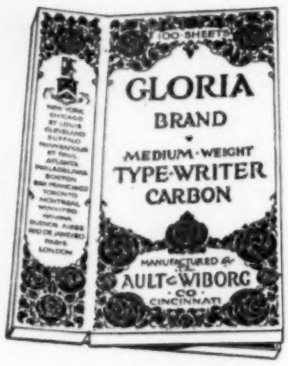
THE NOISELESS TYPEWRITER COMPANY

General Sales Offices:
253 BROADWAY, NEW YORK, N. Y.

Factory:
MIDDLETOWN, CONN., U. S. A.

Sales Offices:
NEW YORK CHICAGO PHILADELPHIA WASHINGTON BOSTON BUFFALO

A Carbon for the Critic



If users of carbon paper bought only on test, selling high-grade carbons would be a comparatively simple proposition. However, many a sale goes to a cheaper grade of carbon with less profit for the dealer because the customer judges entirely by the appearance of the box and the carbon. He sees little or no difference between the appearances of the dealer's high-grade carbon and cheaper kinds.

"Gloria" Brand Carbon Paper

is distinctive in appearance as well as in quality. The container is worthy of the carbon and the complete box looks worth every cent you ask for it.

"Gloria" is eminently the carbon for the critic—in appearance and in performance. The man who appreciates quality readily is an assured buyer of "Gloria." But "Gloria" makes its appeal insistently to every one who sees it.

"Gloria" is an excellent carbon for you to sell, if you are an established dealer. As such you are welcome to a sample box of "Gloria," if you'll write us for it on your business letterhead.

The Ault & Wiborg Co.

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Prizer, Harry A., Wm. Mann Co., Philadelphia.
Price, Herman, Joseph Dixon Crucible Co., Jersey City.
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Rogers, Charlotte B., Newsdealer, Bookseller & Stationer, New York.
Reuter, H. J., H. J. Reuter Ptg. Co., St. Louis.
Stromberg, Chas. J., Stromberg, Allen & Co., Chicago.
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Sell, Edwin H., E. H. Sell & Co., Columbus, O.
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Sperry, E. D. L. Brown, Blodgett & Sperry Co., St. Paul, Minn.
Schwartz, Albert A., Reinach & Schwartz, Inc., Richmond, Va.
Sharp, Harry C., Esterbrook Steel Pen Mfg. Co., Camden, N. J.
Stevens, Chas. A., Stevens, Maloney & Co., Chicago.
Small, Chas., Boorum & Pease, New York.
Struble, H. B., Eberhard Faber, Chicago.
Saltzman, Nathan H., The Hirshberg Co., Atlanta; Ga.

Writing That Is Different

when one uses the

Multiplex Hammond Writing Machine

The APPEARANCE of its work is distinctive and highly personal.

The SPECIAL FEATURES are not found in any other typewriter, yet it will do all that others can. FEATURES:

INSTANTLY INTERCHANGEABLE TYPE

TWO sets on the one machine AT THE SAME TIME, any two language combinations, or different faces of English type, instantly available.

"Just Turn The Knob"

presto one or the other. ALL LANGUAGES and hundreds of type faces to select from.

LARGE TYPE if reading from rostrum; MINIATURE TYPE for small loose-leaf manuals and filing cards.
AUTOMATIC TYPE IMPRESSION, overcoming effects of irregular touch.
INDEX CARDS written FLAT; no bending.
MENTAL FATIGUE OVERCOME through change of type faces.

Aluminum Multiplex

the lightest and most portable of high-grade typewriters, weighing about 11½ pounds.

Mathematical Multiplex

carrying about 150 different characters, for the writing of all algebraic equations and mathematical problems—and all kinds of work.

Reversible Multiplex

when the writing is reversed from English, as in Hebrew, Arabic, Turkish, Persian, etc., immediately adapted to English also.

Multiplex Copyriter

has variable spacing of letters and many styles of type. "YOUR COPY IS YOUR PROOF." As is the copy, so will be the style of the printing.

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"Tell me who you go with and I will tell you what you are."

An examination of these New Models of the "Hammond" is an Education in typewriters.

Catalogues gladly sent for the asking.

EXCELLENT DEALERSHIP OPPORTUNITIES

The Hammond Typewriter Company

69th and 70th Streets at East River **New York City, N. Y.**

Factors In Your Choice

As a wide-awake stationer and office equipment dealer you either are making money selling rebuilt typewriters or are looking into the proposition of handling them. In either case you will do well to consider the following facts as factors in your choice of the machines you will sell.

RAMER Remanufactured Typewriters

are produced by a pioneer company in the field.

They are turned out in a modern plant which is designed and equipped for manufacturing on a broad scale—not in a repair shop.

The Ramer organization is big enough to handle orders and make shipments in a prompt, efficient, "big-business-like" manner.

Let us prove our claims on that order you are about to place.

WHOLESALE TYPEWRITER CO.

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London: 136-137 Long Acre, W. C.

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Silver, Chas. P., New York.
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Selden, John, Nat'l Blank Book Co., New York.
Sites, D. P., Caldwell-Sites Co., Roanoke, Va.
Seib, Julius F., Modern Die & Plate Press Mfg. Co., Belleville, Ill.
Severance, Frank L., Irving-Pitt Mfg. Co., Kansas City.
Stacy, Henry W., Grimes-Strasport-Stanford Staty. Co., Los Angeles, Cal.
Stringer, Walter G., Joseph Dixon Crucible Co., Philadelphia
Schermerhorn, J. H., Joseph Dixon Crucible Co., Jersey City.
Thomas, M. S., W. K. Stewart & Co., Indianapolis.
Tuggle, Robt. L., Commercial Paste Co., Columbus, O.
Tuttle, Walter S., Westcott-Jewell Co., Seneca Falls, N. Y.
Thom, Chas. A. H., Gregory Meyer & Thom Co., Detroit.
Thompson, James, U. S. Envelope Co., Worcester, Mass.
Towne, F. B., Ntl. Blank Book Co., Holyoke, Mass.
Tussing, Reginald M., The Safe Cabinet Co., Marietta, Ohio.
Tucker, Herbert R., Cushman & Denison Mfg. Co., New York.
Tripp, Albert E. Williamson Law Book Co., Rochester, N. Y.
Thayer, James B., U. S. Envelope Co., Springfield, Mass.
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Van Hart, Frank S., Esterbrook Steel Pen Co., Camden, N. J
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Wood, John V. I., S. E. & M. Vernon, Inc.
Waterman, L. E., L. E. Waterman Co., New York.
Wells, Jas. L., Whitaker Paper Co., Cincinnati.
Weston, Donald M., Byron Weston Co., Dalton, Mass.
Wood, John J., The Burrows Bros. Co., Cleveland, O.
Wiencke, Ben A., Kantz Staty. Co., Indianapolis.
Wetmore, Lansing G., Scrantom, Wetmore Co., Rochester, N. Y.
Wittke, J. S. A., J. G. Shaw Blank Bk. Co., New York.
Whittemore, Wm. G., The Am. News Co., New York.
Ward, Sam'l, Sam'l Ward Mfg. Co., Boston.
Weyand, Chas. E., Chas. E. Weyand & Co., New York.
Whitlock, Franklin H., Brower, Lens & Pitt, Inc., New York.
Wilson, Chas. E. Shaw-Walker Co., Muskegon, Mich.
Williams, A. W., Eberhard Faber, New York.
Wortman, Elbert B. M., Yawman & Erbe Mfg. Co., Rochester, N. Y.
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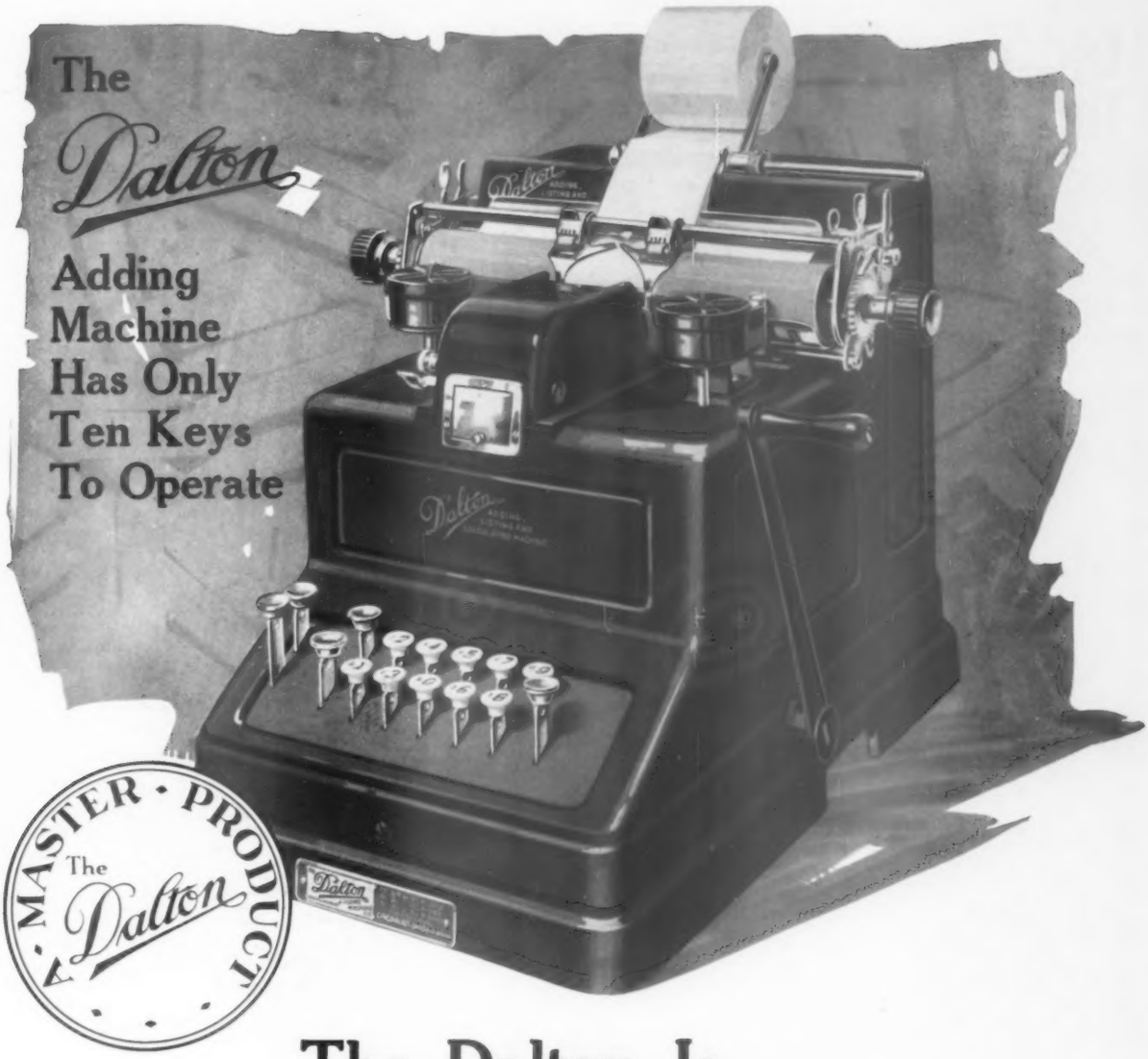
Worsham, Chas. K., Z & W. M. Crane, Dallin, Mass.
Westlake, Frank H., The Marble Chair Co., Bedford, Ohio.
Wilson, R. B., Wilson-Jones Loose Leaf Co., Chicago.
Wood, Wm., The Heinn Co., Milwaukee, Wis.
Welsh, Frank R., Wm. H. Herkin Co., Philadelphia.
Whitman, Harry A., H. A. Whitman & Co., Wilkes-Barre, Pa.
Waddy, W. P., Everett Waddy Co., Richmond, Va.
Waddington, H. N., Mittag & Volge, Inc., Park Ridge, N. J.
Walden, Van Rensselaer, Walden Pub. Co., New York.
Webster, Phil F., Sengbusch Self-Closing Ink Stand Co., San Antonio, Texas.
Weis, Andrew L., The Weis Mfg. Co., Monroe, Mich.
Weis, Harry C., The Weis Mfg. Co., Monroe, Mich.
Weymuth, L. T., Ault & Wiborg Co., Cincinnati.



The Dalton Is Built for Your Business

Whether you run a bank, operate a department store—or the simplest grocery, the Dalton, because of its wonderful adaptability can solve your problem—is ready to serve you—to give just those peculiar computing, listing and auditing values you need in your particular business.

That 10 Button Keyboard

The Dalton makes your work easier—quicker. It eliminates many operations. It adds and multiplies faster. It subtracts and divides with facility. It handles fractions with ease and rapidity. It cross-foots; checks postings; figures percentages and discounts; makes out monthly statements; in every case rendering a physical audit slip of the work performed.

There is nothing difficult—nothing to learn. The secret of it is the simple ten-button keyboard that fits your hand so perfectly.

Let Us Prove It to You

Operatively and mechanically the Dalton is the simplest of all adding machines. It has fewer parts — it has only 10 keys. Each key has a light, uniform touch—a short dip. It will register faster than you can count—swifter than you can call the numbers. It won the Gold Medal for simplicity and speed at the Panama-Pacific Exposition. It has seen years of service in thousands of offices, and long ago conclusively demonstrated its durability and worth. The Dalton will meet your every purpose—will supply your special need. Write for descriptive literature—it's free.

The Dalton Adding Machine Co., Norwood, Cincinnati, Ohio

Did Your Pen Sales Increase This Year?

INCREASED SALES—that's something you are always ready to talk about—and so are we. If anyone can talk "bigger business" we are always ready to lend them our ears.

Today we have a special basis for talking increased sales to you. Look at the telegram above—it tells the tale. That telegram went to all our representatives on October 9th, and at the time we wanted to wire every one of our customers thanking them for their part in these increased sales—but of course that was impossible.

That record speaks mighty well about the Conklin line. If you are not selling Conklins and are not sharing in this increased business, write us to tell you just why bigger fountain pen sales are possible with the Conklin line.

The Conklin Pen Mfg. Co.

TOLEDO, OHIO

Branch Offices:

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Blake Bldg.
39 Temple Place

San Francisco
577 Market
Street

Winnipeg, Can.
604-5-6 Canada Block, 346 Donald St

Conklin's
Self-Filling Fountain Pen
NON-LEAKABLE

Yeiser, H. C., The Globe-Wernicke Co., Cincinnati.
Youmans, W. J., The W. B. Carpenter Co., Cincinnati.
Youse, Wm. G., Amer. Crayon Co., Sandusky, O.

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Bryan, T. S., The R. L. Bryan Co., Columbia, S. C.
Barkerding, H. H., Mittag, Volger, Inc., Park Ridge, N. J.
Burke, E. J., The H. & W. B. Drew Co., Jacksonville, Fla.
Clarke, Eugene H., E. H. Clarke & Bro., Memphis, Tenn.
Cubbin, Stephen M., The New Orleans News Co., New Orleans.
Dunbar, Martin B., Dunbar & Sewell, Atlanta, Ga.
Davies, M. M., Foote & Davies, Atlanta, Ga.
Dow, Louis F., St. Paul, Minn.
Day, W. F., The Brown, Eager & Hull Co., Toledo, O.
Ewing, Robt. W., Roberts & Sons, Birmingham, Ala.
Favor, Irving P., L. & C., Hardtmuth, New York.
Farrar, Fred P., Farrar's, Inc., Augusta, Ga.
Foote, W. O., Foote & Davies Co., Atlanta, Ga.
Galbraith, W. W., The Gen'l Fireproofing Co., Youngstown, Ohio.
Hermes, E. F., S. S. Stafford, Inc., New York.
Johnson, Casper J., Dodson Printers Sup. Co., Atlanta, Ga.
Lewis, J. H., Joseph Dixon Crucible Co., Atlanta, Ga.
Moore, G. H., Pound & Moore Co., Charlotte, N. C.
Montgomery, Wm. G., Dewberry & Montgomery Staty. Co., Birmingham.
Mayne, Wm., Hutchison Office Specialties Co., Inc., New York.
Mark, L. H., Foster & Reynolds Co., Inc., Miami, Fla.
McCoy, B. C., Office Outfitters Co., Inc., Birmingham.
Niedecken, J. H., H. Niedecken Co., Milwaukee.
Millard, Byron, Millard Bros., San Jose, Cal.
Ownbey, Burt L., Brown Book Co., Asheville, N. C.
Pettus, Eugene, Blackwell, Wielandy B. & S. Co., St. Louis.
Peabody, Walter B., Boston Index Card Co., Boston.
Wiggington, Geo. P., Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich.
Wallace, W. H., Tower Mfg. & Novelty Co., New York.
Workman, M. S., The Carter's Ink Co., Boston, Mass.

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Bogart, Mrs. E. V., Atlanta.
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Baer, Mrs. Edwin, Canton, Ohio.
Bernheiser, Mrs. J. H., Camden, N. J.
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Bardenheuer, Mrs. H. G., New York.
Burnham, Mrs. F. A., Jr., Madison, N. J.
Burnham, Gladys L., Madison, N. J.
Carter, Mrs. Richard B., Newtonville, Mass.
Cooper, Mrs. John M., Atlanta, Ga.
Cooper, Mrs. F. S., Aurora, Ill.
Clayton, Mrs. Marguerite, Atlanta.
Cooke, Mrs. Chas. S., Brooklyn, N. Y.
Crocker, Mrs. C. H., San Francisco, Calif.
Cotteral, Mrs. David W., Harrisburg, Pa.
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Foote, Mrs. W. O., Atlanta.

Meilicke Sight Systems

Will pay for themselves many times over right in your Business; users everywhere say they are exceedingly efficient, possess many desired new features and none of the objectionable ones common with other systems.

The Meilicke Dictaform

Stop Wasting Dictating Time!

Stop repeating over and over in your letters the same arguments and phrases. Such repetition means valuable time wasted. Write your letters the DICTAFORM way and every letter will be answered as if written when your mind was clearest. Surprisingly few letters require special dictation. The DICTAFORM enables you to build a letter-writing system to fit your own business. It makes it unnecessary for you to go through 95% straw to find the argument or phrase you are looking for. It saves dictating time—and gives you stronger, more forcible letters.

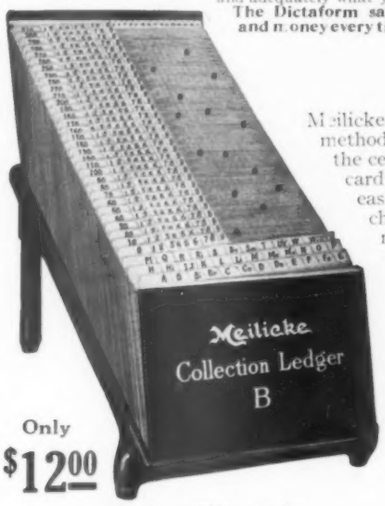
Showing Patented Hinged Card Feature.

Only **$12.00**

Note These Features

Loose leaf, hinged cards, that tip into perfect reading position. Leaves locked in so they are always in place. Changes can be made as often as you like, for you merely attach data to the card body. Headings on index cards can be changed to suit your requirements. No carbon copies necessary—number notations on incoming letters answer this purpose. You answer your mail when you please and alone, simply indicating by character signs, whole paragraphs or complete letters which tell forcibly and adequately what you wish to say.

The Dictaform saves you time and money every time you use it.



Only **$12.00**

Collect More Money

Meilicke Collection Ledger has the best features of both loose leaf and fixed leaf methods. Each card is hinged and securely held in frame by a rod running through the center. A quarter turn of the rod enables easy removal and replacement of any card at any time. The cloth hinge enables you to move the cards back and forth easily for quick reference. Cards need only to be tipped to make entries—no chance to misplace or lose cards as is common with other systems. No waste motions—every move counts—every card always in place when wanted—lasts a lifetime.

Combination Ledger and Collection System

It is vitally important to your business to know what collections shall be made today—tomorrow—and on days ahead. Here is the system which makes it impossible to miss these dates—which flags your attention automatically.

The Meilicke Collection Ledger insures your collection department against errors. Loose leaf—yet permanent—**every tab always in sight.** No other system gives you such a ready, steady rein on your business.

Dealers Wanted

Thousands of business dealers are finding Meilicke Systems quick and profitable sellers. Write for our proposition.

Write for Free Trial Offer

Send for descriptive circulars on all Meilicke Sight Systems, and details of our free trial offer. Meilicke Sight Systems are so radically different—so essentially practical—that we are willing to place them on a "make good" basis. Simply write for facts.

Meilicke Active Phone List $1

Here's the device that will double the efficiency of your telephone. Makes it unnecessary to flounder through a huge directory—to worry about scratch paper.

Solves the Phone List Problem

Puts every name—every number right before you—has a full alphabetical index. 99% of your calls can be listed in a Meilicke Active Phone List. Think of the telephoning time that can be saved. Cards are loose leaf and will hold 440 names, exchanges and phone numbers. Tens of thousands sold this year.

Made in three styles, detachable as illustrated, desk style and wall phone style.

Snaps on Phone

Detachable Style

MEILICKE CALCULATOR COMPANY

Makers of time and money-saving office devices

352 N. Clark Street Chicago, Illinois

If Our Phone Lists are not handled by your Dealer send One Dollar and we'll mail you Postpaid, either.

Gleich's Handy Desk Jars

In 5 oz. and 8 oz. sizes. Filled with snow white paste. Unscrew the cap and the brush is ready for use. Paste will not dry in jar.

Gleich's Liquid Paste

This paste was subjected to a thorough test before being placed upon the market, and is guaranteed to be satisfactory. For use at office or home. *It will not mold nor separate.*

Put up in 2 oz. to 1 gallon jars. Now being sold by hundreds of first-class dealers.

We also manufacture high-grade inks in all colors.

The Commercial Paste Co., Columbus, Ohio

SNOW WHITE STICKS TIGHT

For mounting photographs, filing clippings, preparing dummies for booklets or advertisements, GLEICH'S VELVET PASTE is an adhesive of highest efficiency.

The paste is of **snow white** color—a soft, velvet consistency. It spreads smoothly and does not curl the paper.

It is put up in non-corrosive, neatly lithographed cans.

We have an interesting proposition to make to dealers and we shall be glad to send complete details on request.

THE COMMERCIAL PASTE CO.

533 South High Street, COLUMBUS, OHIO

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Fielder, Miss Marion, Atlanta.
Fargo, Mrs. Chas. R., Chicago, Ill.
Falconer, Mrs. Chas. E., Baltimore, Md.
Goes, Mrs. Chas. R., Chicago, Ill.
Griffin, Mrs. Robt. M., Kansas City, Mo.
Gavan, Mrs. J. C., Atlanta, Ga.
Graff, Mrs. Geo. B., Reading, Mass.
Geyer, Mrs. Andrew, New York.
Horder, Mrs. E. Y., Chicago, Ill.
Hibbard, Mrs. Albert D., Boston, Mass.
Henderson, Mrs. John E., Atlanta.
Hawkes, Malinda Beach, Merchantville, N. J.
Harcq, Mrs. A. H., Milwaukee, Wis.
Hawkes, Mrs. L. A., Merchantville, N. J.
Huber, Mrs. Edw. E., Pelham, N. Y.
Henderson, Justine, Atlanta, Ga.
Iseman, Mrs. Sam, Richmond, Va.
Jernigan, Mrs. O. L., Atlanta, Ga.
Johnson, Mrs. Evan, Chicago.
Kennedy, Miss Edna A., St. Louis.
Kelly, Mrs. E. J., Cincinnati.
Kelly, Alice, Norwood, Ohio.
Lines, Mrs. Edwin D., Jamestown, N. Y.
Lent, Mrs. Chas. A., Brooklyn, N. Y.
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Lockwood, Mrs. Millington, Buffalo, N. Y.
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Price, Mrs. Hermon, Jersey City, N. J.
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Patterson, Mrs. Robt. D., St. Louis.
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Reed, Mrs. R. L., Atlanta.
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Two Wonderful New Inventions

New York man invents two wonderful devices for increasing efficiency and cutting down expenses in every office—wonderful envelope sealer seals 50 envelopes a minute. Simple little stamp affixer stamps 50 letters a minute. Exceptional profit opportunity for dealers and agents. District Managers to be appointed. Low price and amazing efficiency of these products bound to create enormous demand.

DEALERS and salesmen throughout the country have been inquiring about the two new inventions. These are wonderful little envelope sealers, and a marvelous stamp affixer, made to sell at an amazingly low price.

As you know, the public has been waiting for just such efficient products to sell at a price that they could easily afford.

Unlike other products of similar nature, everybody can afford these. Even the smallest office is a prospect for them, because they are cheaper than the use of sponges—and the saving in time more than pays for them in a very few days.

Seals 50 Envelopes a Minute

The new KENDALL Envelope Sealer illustrated on this page is so simple that any office boy can operate it. There is nothing about it to get out of order or wear out. The reservoir contains enough water to seal 1,000 envelopes without refilling. It is fountain-like in action — automatically moistens the pad, which in turn moistens the envelope. The pressure foot insures that every envelope will be sealed tightly. The pad does not supply too much or too little moisture. Every part is highly nickel plated so that it cannot rust.

Any man, no matter how small his business, will appreciate the work and time that this little envelope sealer saves. From a sanitary standpoint alone, the KENDALL is worth ten times its price for it does away with the unsanitary sponge. Another reason in favor of this envelope sealer is that it seals envelopes tightly and cleanly so that every letter goes out as a fit representative of the firm.

Stamps 50 Letters a Minute

Here is one of the finest little stamp affixers we have ever seen. It is a time-saver and a money-saver in any office. Holds a roll

of 500 stamps—keeps stamps in perfect condition, prevents them from getting lost, and enables any mail clerk to stamp 50 letters a minute. Anyone who has ever watched mail clerks at work knows that stamps lie around loose, many of them becoming lost, many of them being wasted because too much moisture is applied, and many coming loose from the envelopes because not enough moisture has been applied. Everybody knows that sponges are unsanitary and are used only for lack of something better. This new stamp affixer supplies just enough moisture automatically to affix the stamps firmly. Anybody who sends out ten letters or more a day will find this stamp affixer a work, time and money saver.

The stamp affixer, too, is made of brass, highly nickel plated so that it does not rust. The fountain holds enough water for a complete roll of 500 stamps. The Post Office, as you know, supplies stamps in rolls to fit this machine. There is nothing about this machine to break or wear out, and the cost is so small that everybody can afford it.

Dealers' and Salesmen's Opportunity

The manufacturers are now perfecting their organization for the handling of these two new inventions. Dealers, agents and district managers are now being appointed everywhere. By writing to the manufacturers, the Kendall Specialty Company, 1270 Broadway, New York, you will be given complete information regarding the proposition this concern is making to their representatives.

The envelope sealer retails for $3.00, but dealers and other representatives receive such liberal discounts as to make the proposition profitable even if it were not for the fact that the volume of sales is amazingly large. The stamp affixer retails for $3.50, and the profit on it, too, is very handsome.

Perhaps the greatest profit will come, however, from *the enormous volume of sales*. No matter how large or how small an office a man has, he has *need* for these two little machines.

Send Coupon Today

We suggest to every dealer and specialty salesman or agent to write at once to the manufacturers for complete information regarding these two new inventions. Thousands of high priced sealers and stamp affixers have been sold, showing how great the demand is for devices of this kind.

There are, however, millions of institutions which cannot afford the high priced machines and are, therefore, excellent prospects for these two low priced devices. A quick demonstration of the machines usually results in a sale. Write at once on the coupon below, or in a letter, for the proposition that the manufacturers are now making. Just as soon as the organization has been completed, the agent's offer will be withdrawn, so we urgently suggest that you write at once. Address

The Kendall Specialty Co.
1270 Broadway, New York

and full information will be sent to you by return mail.

SEE OUR EXHIBIT AT NEW YORK BUSINESS SHOW

Kendall Specialty Company,
1270 Broadway, New York.

Gentlemen:
Please send me your proposition to dealers and representatives.

Name.....

Address.....

City.....State.....

PAPER AND ENVELOPES

In presenting the report of the Paper and Envelopes Committee, we feel that our task has been met with obstacles on every hand. The conditions of the past year which all are familiar with, have been so unusual and uncertain, that your Committee has hardly been able to find an entering wedge to begin work on. The chairman, soon after he was selected by the President to fill the office got in touch with the other members of the Committee by correspondence and personal contact, and it was thought advisable to send out a list of questions covering some points that would be of general interest to the members of the Association, especially the stationers.

These were duly framed and mailed to the members and many replies received. It was, however, a regrettable fact that your chairman had permitted his memory to lapse, or had not made himself conversant with the year books of the past few years until these questions had been printed and mailed, when he discovered that some of them had already been used by our worthy president, when he acted in a like capacity a few years ago. As stated before, it was regrettable, but too late to modify or recall. The deed was done. We had but to abide by the results. We, however, felt that by asking the question pertaining to Christmas greeting cards, we would be able to give by this report to the manufacturers some expressions from the dealers which would materially assist and help them in their output of their products, and also express to the stationers how the other fellow stood on the question that may have perplexed him.

We received 112 answers to the questions sent out with the following results:

To question No. 1-A—Do you sell Christmas greeting cards? 95 answered "yes" and 17 "no."

B. and C.—How do you display them? What is your method of selling, from sample, or display in show case?

The answers were so varied that we will quote but a few that appealed to us as being the best:

"In original boxes on counter."

"Numbered samples on rack to correspond with numbered boxes."

"Original boxes on counter. The increased business from this method more than offset cards soiled by handling."

J. S. A. Wittke, Director from the Manufacturers.

"Original boxes in show case."

"Samples mounted on cards. Stock on shelf."

1-D.—Those of a personal nature for engraving or signatures, or those of a sentimental character?

In answer to this question, a very large per cent seem to sell more of a personal nature, and indications from replies show that there is an increasing demand for cards of this nature.

1-E.—Have you a preference for printed, lithographed, or die-stamped cards? Which preference have your customers, booklets or cards?

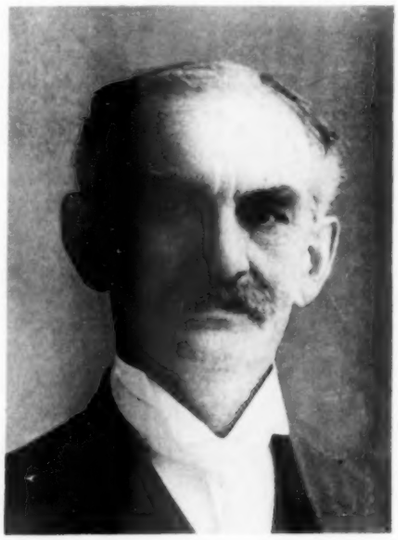
Ninety per cent of replies state that customers prefer the die-stamped cards.

2—A. and B.—Are you in favor of a manufacturer selling the trade only? (B) If you are in favor of the manufacturer selling the trade only, would you give such a manufacturer your support over those who sell both the trade and the customer?

The replies to this question were very emphatic, underscored and pronounced, "Yes."

3.—Are you in favor of agents canvassing orders for greeting cards, inthe season, who carry no stock and have no investment?

As pronounced as "Yes" was to the preceding question was "No" answered to this, and your Committee would call the



Uri Doolittle, Syracuse, N. Y., Paper and Envelope Committee.

attention of the manufacturer to the above answers that they may be governed accordingly.

4-A. and B.—Should the manufacturer consider these parties dealers? Are you in favor of selling people who open stores for this special purpose in the season?

Again was this unanimous "No."

5.—What percentage of your requirements would seem consistent to purchase when the manufacturer is making stock?

The replies varied from 50 per cent to 100 per cent. The larger majority, however, stated 75 per cent.

6.—If the manufacturer ships an incorrect number and the stationer prints it from a plate, should he be held for the loss of the cards and the cost of the plate work; in other words, should he be held for his customers' mistake as well as his own?

Again we were favored with varied opinions. We quote a few:

"Depends upon the amount of money involved and amount of profit on the sale."

"No. Cards should be counted when turned over to the engraver."

"No. Not when dealer receives stock before sending to be engraved."

"Manufacturer pay for his mistake, and dealer pay for his. Should be 50—50."

7.—What character of letters for wedding and society stationery do you engrave most of?

"Script. Excepting in the Far West where shaded Old English seems to be preferable."

8.—Do you still have demand for panel effect stationery?

Eighty per cent of the replies state that the demand for panel effect is speedily departing, and many that the sale has entirely dropped off.

9.—Would you prefer the one-fourth-ream package fine stationery packed 125 sheets to the box instead of 120 sheets, as now?

Ninety per cent of the replies prefer the paper packed in quantities as the envelopes, i. e., 125 sheets to the box. The balance of replies say it is immaterial.

10.—What is your method of displaying box paper?

THE LIGHT RUNNING FOX TYPEWRITER

1120

FOX TYPEWRITERS

SOLD TO ONE DEALER

IN SEPTEMBER

Why Dont You Write for Prices?

FOX TYPEWRITER CO.

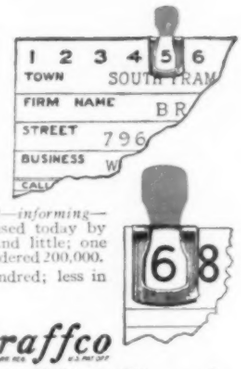
GRAND RAPIDS, MICHIGAN, U. S. A.

Graffco PRODUCTS

Light-en Office Cares

EFFICIENCY

For a handy infallible marker which tells you *at a glance* as to credits, unpaid bills, your follow-up letter system, where salesmen are, when the factory will deliver, engagements, shipping dates and every other detail—use Graffco Vise Signals. Made of nickeled spring steel and brightly enameled in twelve colors; fasten instantly to card index, books or files. Not a separate system—Graffco Vise Signals make your present system *more efficient—informing—valuable—economical!* They're used today by every kind of business—big and little; one large corporation recently ordered 200,000. Price—only 75c a hundred; less in quantities.



Graffco Vise Signals

Send for Free Samples

EASE

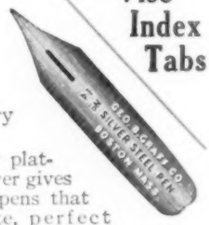
tells the story—when you use Graffco Vise Index Tabs. Attached to ledger, loose leaf or bound book the Vise Index Tab gives you that necessary hint right on the instant of the exact page you're after. Made of nickel-plated steel with a patent "grip" that keeps each Tab always in perfect position—there's no slipping up or down, working loose or falling off. Celluloid faces instantly cleaned with a damp cloth; always sanitary; handsome and durable; it's a joy to work with Graffco TABS.

Made in two sizes, ¾ inch and 1¼ in., plain or printed.

Graffco Vise Index Tabs

SMOOTHNESS

makes the pen last longer. Saves many things besides paper—for instance, where there's *smoothness* such as you get with Graffco Silver Steel Pens there's no scratching or "spattering" of the pen. These silver steel pens are triple silver plated, which means no corrosion, rusting or crusting. "They write like velvet," outlasting six to ten ordinary pens.



The heavy plating of silver gives Graffco pens that exquisite, perfect writing quality so much desired by penmen.

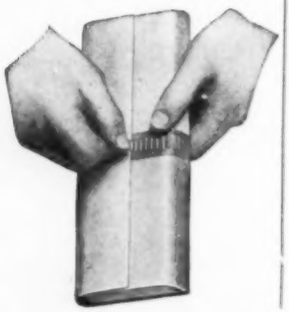
Graffco Silver Steel Pens

10 Different Sample Pens for 10c

CONVENIENCE

The superiority of Graffco "Steel Tye" Expanding Envelopes strikes the business man, right off, as something unique and practical—a valuable time, space and labor saver! Graffco "Steel Tye" Expanding Envelopes are flat, expanding only with their contents; hence they take up *only just the space absolutely required.* No gussets or accordion plaits; no tapes or strings to break or "knot up." Fasten instantly with a band of steel. Send for catalog showing various styles and sizes.

Graffco "Steel Tye" Expanding ENVELOPES



SAFETY SECURITY

—and low price! Graffco Cling Clips are made of hard-rolled Bessemer steel. They hold important papers securely in place; yet they cost but little. Easy to use, neat in appearance, no projecting points to catch on other papers. Graffco Cling Clips are recommended for those not desiring an expensive clip, but one which is reliable and combines the most practical features.

Price 85c a thousand, less in quantities.

Graffco Cling Clips

SEND FOR FREE SAMPLES

against unfastened sheets, papers out of place; insurance against bother and loss of time, when Graffco Vise Clips are used. Papers—no matter how many—can be turned back safely; the clip holds fast, preventing papers from slipping in any direction.

Graffco Vise Clips are strong, handsome; do not catch, tear or mutilate other papers. Made of hard rolled Bessemer flat steel; nickel plated.

Made in three sizes. The perfect fastener for every purpose. Owing to their fine quality, Graffco Vise Clips keep their "springy" temper indefinitely—and thus can be used over and over again.

Graffco Vise Clips

SEND FOR FREE SAMPLES

Send for Free Catalog of any or all Graffco Products

George B. Graff Company

294 Washington Street Boston, Mass., U. S. A.

Show cases, on top of cases, on shelves, samples in book, and varied replies. One reply particularly worthy of note was:

"We carry on shelves, and when customer inquires, we take down about a dozen boxes making customer see our service and never miss a sale."

11.—Is there a noticeable dropping off in the sale of Nos. 4 and 5 Baronial envelopes?

Very noticeable. Yet many replies state the sale of the 5 Baronial is again increasing.

12.—Would you prefer coin envelopes packed 1,000 to the box instead of 500?

The larger per cent prefer the packing as it now is, i. e., 500 to a box.

13.—Suggest the best method of displaying for retail sale of miscellaneous envelopes.

This question was evidently the hoodoo of them all. We can not begin to cover the replies, but briefly state a few. The majority were "Tell us."

One suggested individual samples on swinging doors and drawing stock in rear.

Another, small boxes containing about 100 of a size.

Another, open cabinet with pocket for each different size.

Scrap book with envelopes on hinge so as to be handled by customer. Stock on shelf boxed and numbered to correspond with samples.

Samples mounted in vertical folders.

Sample book with envelopes mounted and extra envelopes folded and placed within for customer to handle.

We have given as briefly as we thought consistent the replies we received to our questions, and trust that some of the replies may be of assistance to the stationer as well as the manufacturer.

As we stated in the opening portion of the report, the conditions that the stationers as well as the manufacturers are confronting this year are conditions that we of this age have never met before, and your chairman during the past month wrote to several manufacturers, asking if they would not give him some information that he might embody in this report that would be of interest to the stationer. The general manager of one of our largest envelope industries replied as follows:

All this information was secured in the past ten days.

"We are entirely in the dark ourselves as to what to expect and in discussing the future paper conditions with men who have a wide vision in the paper business and whose foresight has in the main been good in the years past, they tell me they were never so much at sea as at present and can simply say they don't know what to say about the future. In some cases they can say it is not at all a matter of price—it is a question of getting the necessary raw material at any price to make goods.

"A number of times when we have felt there would in all likelihood be no further advances within forty-eight hours we have been notified of very material advances having been made.

"We have been obliged to follow the market price of paper up and when the tide runs the other way we will follow it down but there seems to be no indications of that at present."

From one of our largest manufacturers of high-grade paper we quote as follows:

"I note that you would like to have me give you my opinion of the present conditions, and particularly the future outlook of the paper market as viewed from the manufacturer's standpoint.

"I am somewhat sorry that you have said anything about the future, for the outlook of the paper market, or the manufacture of paper, is today beset with so many difficulties and uncertainties that it would be impossible to prophesy with any hope of any degree of accuracy what the morrow may bring forth. The reason for the acuteness of the situation past and present is more or less familiar to everybody in the business, but perhaps a few detailed statements as to cause and effect may not be amiss.

"Beginning in September, 1914, or thereabouts, the business of paper manufacturing, as well as of many other lines, registered much below normal. The largest manufacturers of writing papers here in the East found business so poor during the summer of 1915 that they were required to utilize less than 40 per cent of their productive capacity.

"Owing to the war in Europe, embargoes were placed on various raw materials such as rags, sulphite pulp, etc., entering into the manufacture of paper, the normal import of which was estimated to be from 30 to 35 per cent of the domestic consumption. These embargoes naturally tended to increase the price of the domestic supply. Although manufacturers of paper did not immediately increase their prices, they began to purchase raw material to provide for the future, as most of the mills, not anticipating a scarcity, were carrying light stocks.

"In this way, the market was naturally exhausted, and prices, and by the end of March, 1916, prices on the higher 1916 they had increased from 100 to 400 per cent on some things.

"Accordingly, paper manufacturers were forced to advance prices, and by the end of March, 1916, prices on the higher grades of paper, 15 cents and above, were generally advanced 40 per cent; below that 50 per cent. These advances have been maintained and it seems probable that there will be no decline until the outlock for an increased supply of raw material is improved.

"Mills have been running to full capacity on account of the increased demand for paper for export, which condition still continues. While the bulk of this business is in the cheaper grades of paper, practically the same class of materials is used in their production as is used in the production of the medium grades; in other words, the chief constituent of both is sulphite pulp. The consumption of this particular raw material therefore continues without abatement, while the supply is not increasing to any appreciable extent.

"No doubt you are familiar with the great advance in rags and in pulp, but perhaps you have not realized that on sulphite pulp there are other things besides the advances themselves which add to the cost of paper. For instance, to the cost price of the pulp must be added 10 per cent for shrinkage caused by moisture. Ten per cent, therefore, added to $7 a hundred pounds, as against 10 per cent added to $2.65 a hundred pounds, increases the cost by still another one-half cent a pound when the pulp goes into the paper.

"Of course, some of the mills still have contracts running through the year for pulp at the old prices. This has enabled them to reap larger profits than under normal conditions. When these contracts expire, they will be obliged to pay prices prevailing today, or the still higher prices which may then prevail. I understand that very few of the mills have any considerable stock of rags on hand and that they must eventually go into the market and purchase more heavily than they have been doing during the past few months. What effect this may have on the market I do not of course know, but the feeling is very strong that it will tend to elevate prices to a much higher level than was reached last winter.

"The uncertainty of the situation lies in the fact that none of us know how much raw material may be available. We do know, however, that scarcely any is being imported, and that the mills have been running at 100 per cent and over of their capacity during the past several months. It is fair, therefore, to assume that there exists today a scarcity of raw material used in the manufacture of fine writing paper.

"The increased cost of rags and pulp is the largest single item tending to increase the cost of paper, but the cost of practically all other materials used, as well as labor, is also increased to a large extent, and this applies to and affects the manufacture of stationery very seriously. For instance, the cost of the board for boxes is doubled. The cost of coated paper has increased very materially, as has the cost of glues, printing inks, and in fact every item entering into the manufacture of a ream, pound, or papeterie or tablet package, has advanced materially in recent months.

"It is, as I said before, impossible to tell you what the future holds; we can only form conclusions from the facts as given above. Nearly every week paper makers are sending out notices of advance on certain classes of paper, but of late there has been no general advance. When that time arrives, it will be known only when the notice is received. It is impracticable, however, for any stationery manufacturer to make contracts or take orders for future deliveries except as that manufacturer may have paper on hand which he can devote to that purpose.

"In this connection, I am glad of the opportunity to place before you a fact which perhaps may not be thoroughly understood by the trade at large, and which possibly you may be able to put before them.

"With the earliest advances in prices of paper, manufacturers were confronted with the problem of adjusting their prices so as to disturb as little as possible popular selling prices. It was necessary to advance prices to some extent, and desirable to advance them all along the line, but such action would have resulted in throwing certain lines out of their price class, and so manufacturers, generally, I believe, held back as long as possible.

"When notifications of further advances were received, however, in such rapid sucession, they were obliged practically to abandon this idea, except that wherever possible they naturally still figured to arrange the various lines so that customers could continue purchasing goods to sell at the popular retail prices.

"What I want to impress on you, however, is the fact that, to the best of my belief, stationery manufacturers generally have been conservative in their advances; in other words,

DIAMOND INKS

MADE IN MILWAUKEE, WIS.

"STICKINE"
Liquid Paste

Refillable Bottle

Gallons
Quarts
Pints
8 Oz. Desk Pot
5 1/2 Oz. Desk Pot
3 Oz. Bottles
1 1/4 Oz. Bottles
10c Tubes
Note
Patent Wipe Off

Desk Pot

Writing Fluid

DIAMOND
Cream Paste

The Original White Paste

Alpha Jar

they have generally advanced their selling prices in proportion to the advances they have had to sustain, but not generally so much as they were warranted in doing."

In closing this report, the Paper and Envelope Committee has no particular recommendations or suggestions to offer, and trust that the coming year may find the conditions so much changed (for the better) that the succeeding committee may be able to render a more tangible and interesting report.

URI DOOLITTLE, Chairman.
W. K. JEFFREY.
R. O. NICOLAI.
SIDNEY J. BURGOYNE.
C. J. McKENZIE.

Wholesalers Meet at Atlanta.

One of the important meetings which was held during the Atlanta convention last month was that of the wholesale stationers, whose organization was formed during the current year. The Atlanta meeting was, therefore, the first regular convention of the association. The attendance at the meeting, the sessions of which were held on Monday, Tuesday and Wednesday of convention week, showed that a representative number of wholesale stationery dealers were interested in the work of the organization. The members of the association exhibited great

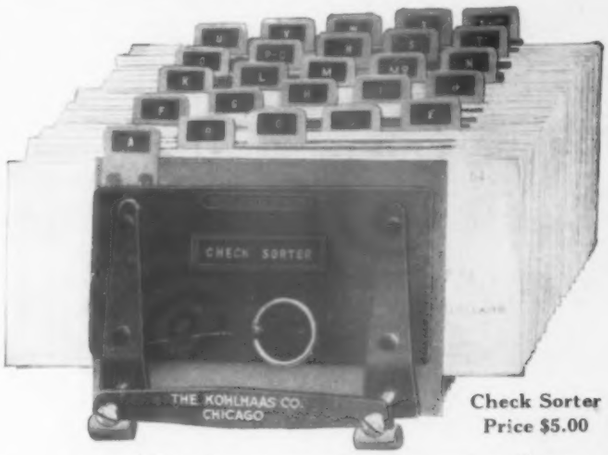
Eugene Pettus, President, Wholesale Stationers' Association.

interest and enthusiasm with regard to its work and were scrupulous to attend the sessions.

The wholesalers' convention opened on Monday, the sessions being held in one of the large meeting rooms in the Georgian Terrace hotel, some distance away from the business center of Atlanta. At the opening session committees were named on the following subjects: Pen committee, Arthur C. Bainbridge, chairman; ink committee, Harry Haupt, chairman; blank book committee, Eugene Pettus, chairman; pencils committee, William G. Whittemore, chairman; tablet committee, C. H. Crocker, chairman. The principal topics of discussion included subjects relating to trade customs, conditions existing between manufacturers and jobbers, etc. There was a noticeable absence of the cut-and-dried schedule in the wholesalers' meeting.

The association went on record as being determined to maintain the integrity of its organization but to work in close and sympathetic coöperation with the National Association of Stationers and Manufacturers. It was the consensus of opinion that business conditions and problems are such that an association of jobbers will be a

Kohlhaas
Sight Systems



Check Sorter
Price $5.00

Kohlhaas Check Sorter

A great convenience and a sure seller. After checks are sorted the front plate is pushed back and through that simple operation the contents are locked in place. Checks cannot fall from the file, but may be removed instantly. At 9 inches it will easily accommodate from one to 1,000 checks. Increased capacity can be secured by adding post sections. This file is a time and space saver and can be adopted to various systems. Indexed in any manner desired.

Kohlhaas Note Case

It stays open when opened and remains closed when closed. The case is closed and locked in a single operation. It is sectional and therefore can handle a large number of papers or just a few with equal satisfaction. Cases furnished with or without raised tabs.

Notecase, Price $10.00 to $16.00

Kohlhaas Desk Reminder

Similar in shape to the Check Sorter but arranged with different guide cards. It prevents overlooked appointments and provides for engagements more than a year in advance. The cost of a single overlooked appointment is apt to run much higher than the price of this Desk Reminder. Cards cannot fall from the holder either open or closed but may be removed instantly. It systematizes the work of the business or professional man, showing each day the affairs that should have immediate attention. The device also provides a most satisfactory arrangement for keeping telephone numbers immediately accessible. A number can be found in it in the same time that would be required to open the telephone book and the time of searching is eliminated. It is good for keeping addresses. Being sectional it is adjustable in capacity. This Reminder performs a large and important service in an extremely small space. Indexed Jan. 1 to Dec. 31, or A to Z. 3x5 size, 200 cards. **Price $2.50.**

Desk Reminder (3x5) Price $2.50

Other Kohlhaas Specialties

Pass Book Holders	Telephone Files
Physician Systems	Expiration Files
Currency Holders	Follow-Up Files
Real Estate Files	Signature Files
Petty Ledgers	Desk Reminders
Recipe Files	Dental Systems

DEALERS

The sale of these devices is growing rapidly. Are you getting your share of the business? Descriptive matter and dealers' terms mailed promptly upon request.

The Kohlhaas Co.

MANUFACTURERS

31 West Lake Street, CHICAGO

"AMBERLITE" FILTERS

Save the Eyes

Slip over any electric Globe, filter the light and destroy the harmful rays.

25 cents each

Bright light filled with Ultra-Violet rays are usually the cause of Headaches and Smarting or Burning Sensation in the eyes.

A Boon for Bookkeepers, Stenographers or any one working in artificial light.

AMBERLITE Filters are made of the highest grade of Pyralin, blended to a certain shade of Amber, which neutralizes the harmful rays of light, transmitting only the beneficial ones.

Endorsed by Oculists and Opticians. Unbreakable. Color is permanent. Attached in an instant.

Ask Your Jobber for Them. Manufactured By

Chicago Eye Shield Co.

2300-2304 Warren Ave., Chicago, Ill.

PEERLESS BRAND

"Mastergause"

The Dominant Carbon Paper

The MASTER Typewriter Ribbon

Quality predominates in these goods. We know there are still quite a few firms and individuals who insist on a real good article, and they will eventually demand the Peerless goods for *complete* satisfaction.

"Quality—Gentlemen—Quality"

Peerless Carbon & Ribbon Mfg. Co.

UNITED STATES
113 West Broadway, New York

EUROPE
39-40 Shoe Lane,
London, England

CANADA, TORONTO
176 Richmond St., West

useful organization for the determination of certain problems which are exclusive to wholesale dealers.

A committee consisting of J. H. Niedecken, Eugene Pettus and D. H. Jonas was appointed to confer with a similar committee of the national association and a committee of the manufacturers to formulate recommendations looking to a closer coöperation of the three branches of the trade and to arrive at a more efficient method for crystallizing the views peculiar to the three groups of members of the National Association of Stationers and Manufacturers. The retailers' committee with whom the foregoing conferred consisted of Fletcher B. Gibbs, Charles E. Falconer, Robert D. Patterson, Charles A. Lent and Charles N. Bellman. The manufacturers' committee was made up of the following: W. D. Bevin, Eberhard Faber, Richard B. Carter, F. P. Seymour and W. H.

Arthur Bainbridge, Vice-President, Wholesale Stationers' Association.

Redington. D. H. Jonas reported for the executive committee.

On Tuesday reports were presented by the several committees appointed at the previous session. Mr. Whittemore, chairman of the pencils committee, stated that he had talked with a number of manufacturers who signified a desire to coöperate with the jobbers and to accept such suggestions as the executive committee of the wholesalers' association presented. It is expected that the committee will continue its work and that it will be able to announce definite results in a few weeks. Pencil manufacturers, it is said, have eliminated from their discount lists some seventeen or eighteen hundred concerns who are not entitled to consideration as jobbers. It is expected before the work of the committee is finished that as nearly as possible the jobbing sales will be confined to jobbers proper and that no one who is known to be not entitled to a discount will receive it.

Chairman Haupt of the ink committee presented an encouraging report showing that there are excellent prospects of eliminating unfair competition.

The blank books committee reported through its chairman, J. H. Niedecken, that a number of manufacturers have agreed to coöperate with the wholesalers in their work. They have engaged to submit route lists of their travelers to the committee, who are to suggest the dropping of small and unimportant towns which have heretofore been covered by manufacturers direct. This will enable the jobbers to cover such towns and will eliminate

A Six Pound Aid To Greater Efficiency

One of the first principles of modern efficiency in business is to eliminate waste motion.

No single mechanical device has done more to accomplish this than the Corona Folding Typewriter.

It is a *complete* typewriter that the outside man, as well as the office man can use *personally* and can soon learn to operate rapidly.

If your traveling representatives and desk men were equipped with Coronas they could write their correspondence, reports, specifications, orders, etc., *direct on the machine*—cutting out the lost motion of dictating or writing out in illegible longhand for transcription by typists.

But more than this, the

CORONA

Folding Typewriter
The Machine for Personal Use

increases each employee's personal efficiency by enabling him to do more and better writing, with less effort and in less time. The Chief Claim Agent of a prominent western railroad (name on request) has increased the efficiency of his department 50% by equipping his adjusters with Coronas. The men carry their machines with them on the road—weigh only six pounds each.

Big and progressive concerns in every line of business, are enthusiastic users of Coronas.

The executive, salesmanager, salesman, factory superintendent, purchasing agent, or the efficiency man who wants to reduce expenses and increase efficiency, should look into the possibilities of the Corona.

We have a little booklet full of big facts which we want to send you—write for it.

Note These Modern Features

Visible writing, two color ribbon, universal keyboard, back spacer, double carriage release, mechanical type guide, ball bearing carriage, aluminum frame, keyboard for all languages.

Corona Typewriter Co., Inc.
GROTON, N. Y.
New York: 141 W. 42nd St., Chicago: 12 So. La Salle St.
Agencies in all principal cities

Send for "Proof of the Pudding"

It tells what the Corona is actually doing for hundreds of firms and personal owners—you'll recognize most of the names.

Also ask for catalogue

LIKE PRODUCES LIKE

The qualities which a manufacturer evidences in the making of his goods are passed on to the dealer who sells those goods. You know that you could never sell your customer a low-grade product and experience the thorough satisfaction which is born of the knowledge that the buyer will be amply satisfied with his purchase.

On the other hand, when you sell a really high-grade product, backed by the reputation of responsible manufacturers, you do it with the contented feeling that your customer carries away with him not only what he has purchased but also a feeling of goodwill toward you—and that means return orders and increased profits.

There, in a nutshell, is our argument for "Retyco" Rebuilt Typewriters.

We know that you want to sell your customers rebuilts which are all that a rebuilt typewriter could be. And we know that if we could show you personally our stock, you would agree with us that the quality and workmanship in "Retyco" Rebuilts are a just cause for the pride we have in our product. As for the scope of our line—we'll supply you with any machine to be had. The goods and the quality you want—one couldn't ask more. We can be of service to you.

REBUILT "AS GOOD AS EVER" TYPEWRITER COMPANY

Factory: 525 South Dearborn Street
CHICAGO, ILL.

a large number of accounts which have heretofore been handled by manufacturers direct, thus doing away with a source of expense to the manufacturers without cutting down the output or interfering in any way with the distribution of goods.

The last session of the wholesalers' convention was held on Wednesday. It was decided to retain the officers and executive committee who have been in charge of the affairs of the association since last June, in order that these officers, already familiar with the work, may be able to continue it throughout the year. These officers include the following: Eugene Pettus, Blackwell-Wielandy Book & Stationery Company, St. Louis, president; Arthur C. Bainbridge, Henry Bainbridge & Co., New York, vice-president; Ross P. Andrews, R. P. Andrews Paper Company, Washington, D. C., treasurer; John P. Black, Marcus W. Wolf Company, Baltimore, secretary. The executive committee is made up of the following: D. H. Jonas, Tower Manufacturing & Novelty Company, New

R. P. Andrews, Treasurer,
Wholesale Stationers' Association.

York, chairman; William G. Whittemore, American News Company, New York, and Harry Haupt, of Kimpton, Haupt & Co., New York.

The pens committee made its report, which indicated that considerable advance has been made with regard to the matters which had been assigned to this committee, which was continued in order that it might recommend to manufacturers some plan which would be satisfactory both to the manufacturers and wholesalers.

The convention went on record as commending the work of each and every one of its committees, and the members made a number of pertinent suggestions looking to the cure or mitigation of certain trade abuses of which wholesalers and manufacturers are both cognizant.

President Pettus presented a strong and forceful speech on the subject of local coöperation, during which he touched upon many subjects of vital importance to the trade.

It was decided to employ a permanent paid secretary, some man whose ability would be equal to the task, and to make such an appointment as soon as the right man could be found. It was decided to require that this secretary devote all of his time to the work of the association, whose members pledged themselves that besides the annual dues of $25 they would each subscribe such an

The Dealer's Entering Wedge

GF Allsteel

Transfer Cases

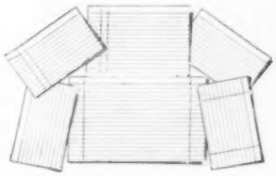
With them you can pry into *new accounts* and make a perfect mortise joint of continued sales and confidence.

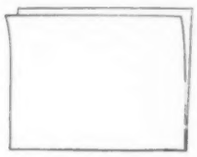
A business man *must* have transfer cases! It isn't like brand new furniture, or decorations or mechanical contrivances that he *can* keep on doing business without. About Jan. 2, 1917, he has *got* to file away his last year's correspondence.

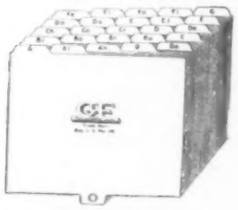
Where is he going to put it?

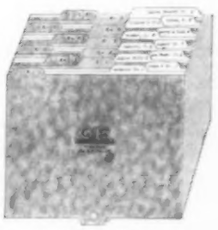
In Allsteel, unburnable, unbreakable, space and time economizing, dust and vermin-proof, permanent TRANSFER CASES.

Record Cards
A full line of standardized forms and sizes, and others made to meet special needs.









GF Filing Systems
The Simplified or Economy Systems will be found adaptable to almost any business and to any volume of papers. Let us tell you about them.

15 New Accounts in a Single Week!

One of our sales units opened up 15 new accounts in a week with Allsteel TRANSFER CASES and GF SUPPLIES. This is just one of many successful instances. Even if you start *one* or *two* new ones a day—there is enough present and future profit in it to keep you constantly moving and expanding.

We wish to strike this point with you as hard as possible: **Once a GF TRANSFER CASE installed, the whole Allsteel line follows in.** It is just the logical outcome of a good beginning. We cannot conceive of a better buyer bargain or an easier, or more auspicious dealer introduction.

FILING SUPPLIES

GF Filing supplies—like all members of the GF Family—are aristocrats. They care for every detail of filing and record keeping in a manner befitting the dignity and usefulness of their ALLSTEEL brethren.

The dealer who carries GF SUPPLIES is doubly distinctive: 1st—he carries the line that best satisfies his customers; 2nd—he is the busiest man in town!

DEALERS

Self-interest demands that you write us immediately for a full description of the entire ALLSTEEL line. Here is OPPORTUNITY!

And remember "THE ENTERING WEDGE"!

The General Fireproofing Co.

3681 Logan Avenue YOUNGSTOWN, OHIO

Export Department: 395 Broadway, New York City
Branch Offices: Chicago, New York, Boston, Washington, Atlanta, Seattle

A RECORD TEST!
18 ALLSTEEL TRANSFER CASES—stacked one on another—each loaded with a 50 lb. weight. Bottom case neither buckled nor weakened.

Esleeck's Thin Papers

are strong and dependable—they will keep indefinitely.

THE REASON IS

we make them of new cotton and linen rags, in a mill where quality dominates.

SUCH PAPER IS NEEDED

by every live business house for manifold copies, bulletins, foreign and branch office letters, order and invoice forms, cost system forms, etc.

Made in white and colors. Sold through jobbers. Samples sent on request.

ESLEECK MFG. CO.
DEP'T O
TURNERS FALLS, - - MASS.

The "B & P" Standard Line of Blank Books and Loose Leaf Devices

embraces everything that an up-to-date "Stationery Establishment" should carry in stock. Also, it is

The Line of Quality

Manufactured by

Boorum & Pease Company

HOME OFFICE
Hudson Ave. and Front St.
Brooklyn, N. Y.

FACTORIES
Brooklyn, N. Y.
St. Louis, Mo.

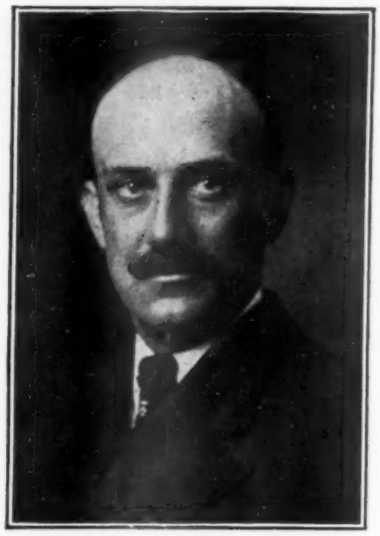
SALES OFFICES
109-111 Leonard St., New York
Republic Bldg., Chicago, Ill.
4000 Laclede Ave.
St. Louis, Mo.
220 Devonshire St.,
Boston, Mass.

additional sum as would be required to make up the salary of the secretary. The executive committee was instructed to select such an officer and to pay him whatever may be necessary to secure his exclusive services.

On Wednesday the wholesalers attended a luncheon at the Georgian Terrace hotel and later they departed on invitation to inspect the plant of Montag Bros., Inc., of Atlanta.

The fact that Ross P. Andrews, who had been expected, was detained at home by illness was universally regretted. He, however, sent Oliver Merriman, who represented him.

Taking the matter as a whole, the meeting of the association was extremely successful, and there is every indication that the organization will make for itself a useful



Harry Haupt. Member of the Executive Committeee, Wholesale Stationers' Association.

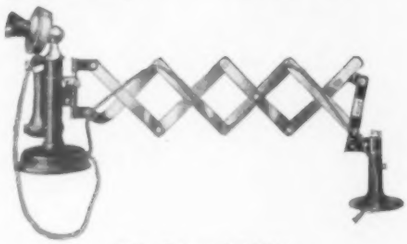
place in the stationery trade and will be able more effectively than ever before to coöperate with the larger activities of the National Association of Stationers and Manufacturers.

Manufacturers Meet at Atlanta.

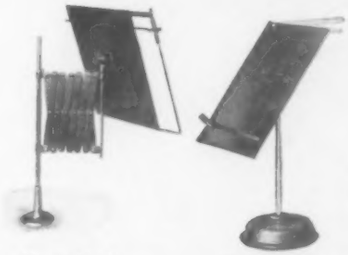
A meeting of the manufacturers in attendance at the Atlanta convention of the National Association of Stationers and Manufacturers was held in the convention hall of the Hotel Ansley Monday morning at 11 o'clock. This meeting was presided over by Edward E. Huber of the house of Eberhard Faber. The purpose of the meeting was to outline a practical way of arranging for separate conferences by manufacturers, as members of the national body, when occasion seemed to require such conferences. A committee consisting of W. D. Bevin, Eberhard Faber, Richard B. Carter, F. P. Seymour and W. H. Redington was appointed to confer with similar committees of the wholesalers and retailers to arrive at a practical solution of the question. A report of these three committees is presented in the foregoing pages under the title, "Report of a Special Committee Appointed by the Board of Control." The method adopted by the main convention appears to be one which will satisfy all concerned. This method will be found in the first resolution in the opening pages of the report of the Atlanta convention.

It is certain that the joint committee above referred to achieved results which will bring increasing strength and prestige to the National Association of Stationers and Manufacturers.

REGULAR
Burns Telephone Bracket



25 inch length, $4.00



No. 5, $4.50 No. 9, $1.75
COPY BOOK HOLDERS

HI-LO Telephone Bracket

28 inch length, $4.50

The Big Money Making Line of Adjustable Specialties

No. 6 Allways Lamp, $6.00

NEW LIST PRICES—NEW MODELS

Every Style of Telephone Holder.

There are more American Electric telephone brackets in use today than of all other makes combined.

Buy complete line from one factory.

Adjustable Lamps to meet every need. Copy Book Holders, Directory Holders, Adjustable Mirrors, Resonator Brackets.

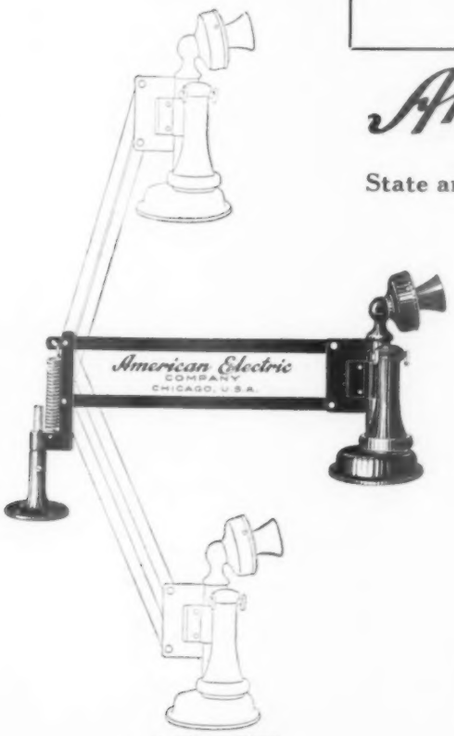
Rapid Sellers for Holidays and All Year.

Get our liberal trade offer.
Place stock order at once.

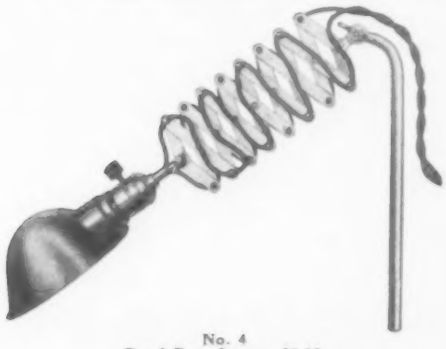
No. 3
READ EASY LAMP
$4.75

American Electric
COMPANY
State and 64th Streets CHICAGO, U. S. A.

DISPLAY BOARDS, WINDOW CARDS, TAGS, LITERATURE, CUTS, ETC., FURNISHED FREE TO LIVE DEALERS



E-Z BRACKET
24 inch length, $3.00



No. 4
Read Easy Lamp, $5.00

RADIO ARM
32 inch length, $5.50

News and Miscellany

PRESENTING THE IMPORTANT NEWS OF THE MONTH WITH AN INTERESTING REPORT OF THE NOTABLE ACTIVITIES IN EVERY SECTION OF THE FIELD

Underwood Company Organizes Employés' Profit Sharing Plan.

The most important announcement in the typewriter world last month was the circular issued by the Underwood Typewriter Company, presenting its employés with a profit sharing plan. This is an important step in the typewriter world and we believe that the Underwood company has the honor of being the first typewriter manufacturer to take it. The circular was dated New York, October 21, 1916, and is addressed to the employés of the Underwood Typewriter Company. It reads as follows:

"Believing that a closer relationship with our employés is desirable, the Board of Directors has prepared a profit-sharing plan which will be put into effect for the year ending December 31, 1916, and distribution made in February, 1917, for the year.

"This plan is in recognition of the fact that a considerable part of the company's growth in the good will of the public, as well as its financial success, is the result of loyal and faithful services on the part of its employés.

"It is also intended to encourage thrift and saving on the part of employés, and to provide a fund in case of disability or death.

"It should be understood that this is a profit-sharing plan, and is no part of wages or salaries of an employé, but is given as an encouragement and incentive for better service.

"Each employé will be encouraged to seek promotion, which will come in recognition of more efficient service, and the increased wage or salary will bring an increased share in the bonus.

"In February, 1917, the company will pay over to five (5) trustees, to be named by the directors, twenty (20) per cent of the final net surplus for the fiscal year 1916, after providing for annual amortization and dividends.

"This fund will be deposited by the trustees with a trust company, and an account opened to the credit of each employé who has been in the employ of the company two full years or more prior to January 1, 1917.

"The amount paid annually by the company to the trustees will be divided among the employés on the basis of length of employment. Those who have been in the company's service continuously during two years or more will, for the year ending December 31, 1916, constitute groups as follows:

"Group No. 1—Five full years or more.

"Group No. 2—Three full years but less than five.

"Group No. 3—Two full years but less than three.

"The apportionment to be:

"Five parts to Group No. 1.

"Three parts to Group No. 2.

"Two parts to Group No. 3.

Employés' Savings.

"To enable employés to add to the company's contribution from their own savings, employés may subscribe to the stock of the company an additional amount, not exceeding their bonus. Deductions from salaries will be made weekly or monthly in such even amounts as the employé may elect.

"Interest at the rate of 5 per cent will be credited to each employé annually on the total amount to his credit.

Investment.

"As soon as the deposits of any employé reach a sufficient amount, the trustees will invest it in common stock of the company. The usual stock certificate will be issued in the name of the employé, and delivered to him.

"For the calculation of the year 1916, the price at which stock shall be allotted will be at par.

Dividends and Bonus.

"The stock so held by an employé will earn the regular dividends declared quarterly by the directors of the company for all its common stock, and treasurer's dividend check issued to each holder.

"To induce employés to retain the stock so acquired as a fund to be used in case of disability or retirement on account of age, the company will deposit to the credit of each employé who holds such common stock on December 31, 1917, an extra bonus equal to the regular cash dividends paid to him during the year, on stock acquired under this plan.

"This bonus will be forfeited by the sale of stock or by the resignation or discharge of an employé within three months of the time of the granting of the bonus.

Payments and Withdrawals.

"In case of the death of an employé, the full amount then standing to his credit, uninvested, will be paid by the trustees to his estate or beneficiary.

"In case of the resignation or discharge of an employé, said employé will forfeit all right to the contribution of the company, and extra dividend bonus on such common stock which he may hold.

"He may, however, withdraw all other sums standing to his credit, after three months' notice to the trustees.

"The amounts deposited by an employé to his credit, which have not been invested, may upon application to, and with the approval of, the trustees be withdrawn.

"The company's contributions are purely voluntary, and based upon the full calendar years of employment.

"The trustees shall have full power to determine investments, withdrawals and all other questions arising in the application of this plan, and their decisions shall be final to determine the rights of any employé hereunder."

Transfer Cases and Supplies Order them now

WE have on hand a large stock of our most popular transfer cases and supplies. And we are increasing our stock daily, in anticipation of your requirements; but in order to avoid any possible delays through congestion of traffic later on, we ask that you inform us as early as possible of what stock you will need.

It is expected that the "Y and E" Steel Transfer Cases especially will be featured this season. We also offer a wide choice of wood, Shannon and juteboard transfer cases, for all purposes.

Attractive new advertising matter in the form of imprinted booklets, catalogs, folders, stuffers, etc., and window displays, letters and other sales helps, are offered to agents and dealers handling the "Y and E" lines. Mail us the coupon as soon as possible.

YAWMAN AND ERBE MFG. CO.

1255 St. Paul Street, ROCHESTER, N. Y.

Makers of "Y and E" Office Systems and Filing Devices, including Efficiency Desks, Mammoth Vertical Files, and wood and steel filing cabinets for all kinds of systems.

BRANCH OFFICES—Boston, Springfield, Mass., New York, Albany, Newark, Philadelphia, Washington, Pittsburgh, Buffalo, Cleveland, Chicago, Kansas City, Los Angeles, San Francisco, Oakland. In Canada: The Office Specialty Mfg. Co., Ltd., Newmarket, Ontario. Agents and Dealers in more than 1200 other cities.

(Check items that interest you.)

"Y and E," Rochester, N. Y.

Please send ☐ new transfer case catalog, ☐ window display material, ☐ assortment of sales and system literature on transferring. ☐ Order for transfer cases is enclosed.

Name.....

Address.....

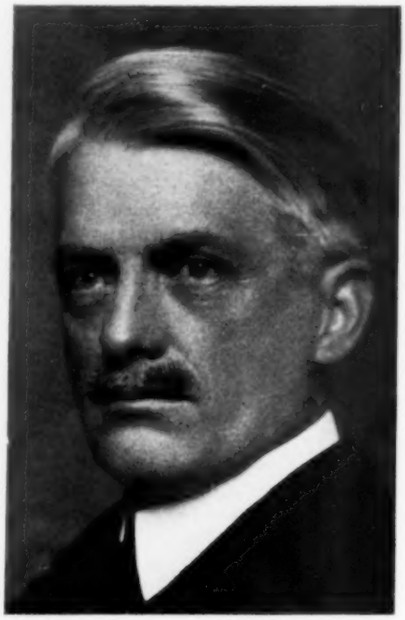
Steel Furniture Men Meet.

On October 25 the National Association of Steel Furniture Manufacturers held one of its regular monthly meetings and elected the following officers for the ensuing year: President, W. H. Foster; vice-president, Charles Slemin; treasurer, H. A. Rock. The directors elected are: A. R. Baxter, H. Butt, W. H. Foster, W. A. LeBrun, H. A. Rock, Charles Slemin and H. C. Yeiser. Ralph R. Lounsbury of Chicago continues as commissioner and counsel.

The association has recently employed a prominent cost accountant, Erich W. Kath, to draw up under the direction of Commissioner Lounsbury's office a uniform method of cost accounting for the various plants represented in the association.

A straw vote on the presidential election was taken. Of the eighteen men present, seventeen voted for Hughes and one was non-committal. As we go to press it is not yet evident whether this almost unanimous vote went for the winner or the loser.

The meeting was followed by the annual dinner, at which the following men were present: A. R. Baxter, Keyless Lock Company, Indianapolis, Ind.; A. B. Clark, Canton Art Metal Company, Canton, Ohio; W. H. Foster, General Fireproofing Company, Youngstown, Ohio; W. W. Galbreath, General Fireproofing Company, Youngstown, Ohio; Theodore Hiller, Berger Manufacturing Company, Canton, Ohio; H. A. Hillstrom, Watson Manufacturing Company, Jamestown, N. Y.; W. LeBrun, O. M. Edwards Company, Syracuse, N. Y.; Ralph R. Lounsbury, Chicago, Ill.; Herman A. Rock, Van Dorn Iron Works Company, Cleveland, Ohio; J. D. Rogers, Art Metal Construction Company, Jamestown, N. Y.; Charles Slemin, Yawman & Erbe Manufacturing Company, Rochester, N. Y.; F. W. Tobey, The Macey Company, Grand Rapids, Mich.; H. D. Tucker, Steel Euipment Corporation, Avenuel, N. J.; Wm. A. Vawter, Baker-Vawter Company, Benton Harbor, Mich.; L. C. Walker, Shaw-Walker Company, Muskegon, Mich.; P. M. Wege, Metal Office Furniture Company, Grand Rapids, Mich.; O. A. Wilkerson, Steel Equipment Corporation, Avenel, N. J.; H. C. Yeiser, Globe-Wernicke Company, Cincinnati, Ohio.



W. H. Foster, President.

A Clever Window.

For the week October 24-31 C. G. Carman of the Oliver Typewriter's Denver Agency arranged a very effective window display symbolizing the Hallowe'en spirit. A row of twelve small-sized natural pumpkins formed a semi-circle in the window alcove, electric wire ran through and lighted a miniature lamp within each one of the twelve. Out of the front side of each pumpkin a three-inch hole was cut, the opening then covered with a circular piece of isinglass on which was inscribed the various merits of the Oliver machine. On the left was shown a figure of Harlequin, bowing with radiant smile, while on the right stood Officer Printype, apparently acting as master of ceremonies, and pointing with pride toward the new standard Oliver No. 9 occupying the place of honor in the center. Across the window front, headed by pompous-looking drum-major, marched a squad of kewpies carrying a banner on which was emblazoned the words: "We're on our way to the home of new ideas, 1721 Champa street." Miniature flags, varicolored crepe paper cut in fantastic shapes, interspersed above, around, and behind the machine enhanced the color effect.

Geo. R. Whitney, of the Wilson-Jones Loose Leaf Company, recently sold seventy-five De Luxe steel back ledgers to the Municipal Gas Company of Albany, N. Y., through the Geo. W. Harper Company.

Herman A. Rock, Treasurer.

Ralph R. Lounsbury, Commissioner.

Chas. H. Slemin, Vice-President.

TRADE MARK
EFFICIENCY
WATSON MFG. CO.
JAMESTOWN, N.Y.

The Dealers Score

When the EFFICIENCY LINES were first placed on the market a Sales Policy which made the Dealer sole distributor was formulated.

The Result

That Policy has been the making of this business; it has been the cause of its phenomenal growth and development.

That Policy has enabled this Company to *complete* its stock line in a comparatively short peroid of time. *Why? Because this Dealer Policy has been right from the very start.*

Your Opportunity Is Here

Whatever the requirements of your customers may be, you will find them covered completely by the EFFICIENCY LINES.

A complete built-to-order banking or court house equipment can be designed, sold and executed just as efficiently as can a four-drawer vertical file or a one-drawer card case.

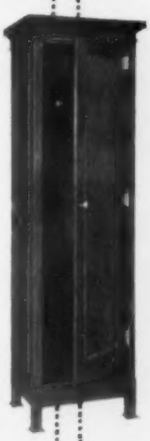
The breadth of the EFFICIENCY STOCK LINE, covering Vertical Filing Units, Horizontal Half Sections and Wide Sections, Safes, Desks, High Line Cases, etc., insures a service to customers that Builds Business.

The Terms and Profits to Dealers will satisfy the most exacting. Sales possibilities are not restricted in any way.

Those Dealers who have taken on this Line in the past will tell you what it means. It would be a pleasure to refer you to them.

Complete information and catalogs await your pleasure.

WATSON MFG. COMPANY
JAMESTOWN, N. Y.



DEALERS

Who Are Interested in Securing a

Good Selling Line of Carbon Paper and Ribbons

Direct from the Manufacturers

should communicate with us upon their letterheads.

We aim to give you QUALITY that counts, and prices that will enable you to make very fair profits.

IT WILL PAY YOU

to communicate with us before ordering your Fall goods. All correspondence receives immediate and careful attention.

International Carbon Paper Co.

440 So. Dearborn St. **206 Broadway**
Chicago, Illinois **New York City**
Factory—Brooklyn, N. Y.

STEEL CUSPIDORS

RUSTPROOF

Finished in dark olive green to match steel furniture.

Circular showing styles, sizes and prices sent on request.

Ireland & Matthews
DETROIT

SELLING AGENTS
H. E. HOOKER, 619 No. La Salle St., Chicago, Ill.
BERT M. MORRIS CO. . . San Francisco, Cal.
P. F. WEBSTER CO. . San Antonio, Tex.

Fireproof Furniture Plans Important Moves.

The Fireproof Furniture & Construction Company is planning some big moves for the near future. This company, with its plants at Miamisburg, Ohio, and Syracuse, New York, is one of the largest factors in the steel office equipment industry. The company has sent out to the trade an announcement of unusual interest.

The company says in its announcement: "We are pleased to announce that what is probably the largest factory in the country devoted exclusively to the manufacture of steel furniture, is now nearing completion at Avenel, New Jersey (just outside New York city). It is being built by the Steel Equipment Corporation. Some time ago we announced that we had taken over the control of the U. S. Steel Furniture Company, Syracuse, New York. The company has since been absorbed by the Steel Equipment Corporation. Plans are now under way for the additional consolidation of the Fireproof Furniture & Construction Company, Miamisburg, Ohio.

"Offices of the Fireproof Furniture & Construction Company have been opened at Avenel, New Jersey, and

New Plant of Fireproof Furniture & Construction Company at Avenel, New Jersey.

all mail, telegrams, etc., should be directed to that address.

"As we receive at Avenel we shall specify on them whether shipment will be made from Miamisburg, or Syracuse."

It seems apparent from the above announcement that the Fireproof Furniture & Construction Company is not only getting ready to expand in a large way, but that it is also preparing to carry on its business under a name better suited to its enlarged scope of operations.

Officers of the new Steel Equipment Corporation, it is understood, will be Taylor Pyne, Jr., president; W. I. Seaman, vice-president; H. D. Tucker, treasurer and general manager, and A. E. Pattison, secretary. The directors are Messrs. Pyne, Seaman, Pattison, James S. Rogers, Thomas D. Wood, Levi S. Chapman and John J. Flynn. Most of these men have been identified in similar capacities with Fireproof Furniture & Construction Company.

The new factory now being erected at Avenel (just outside of the metropolitan district of New York) will be built according to latest ideas in scientific factory construction. It is located on a plot of fourteen acres, options having also been taken on about ten acres adjoining.

The new building will be a two-story structure 622 feet long, and 82 feet wide. It is of cement and stone construction with generous window spaces. Particular attention has been given to the welfare of the workers in the plant. There will be abundant air and light, restaurant facilities, and at least five fireproof stairways permitting immediate exit in case of fire. The new plant is so arranged that the raw material will enter at one end of the plant and after traversing the plant on both floors.

A CLEMCO DESK
THE CLEMETSEN CO
CHICAGO, U.S.A.
Trade Mark

The Worker and His Tools

KEEPING abreast of the times is an essential to business success in any line. Trade gravitates to the progressive dealer by natural laws. People have confidence in the up-to-date man and gladly give him their business. The dealer who offers his customers the most modern equipment is bound to win out over his competitor whose stock is behind the times.

Up at the forefront among modern labor-saving office tools is the

"2 in 1 Clemco"

with the "Clemco" Ball-Bearing All-Steel Mechanism

The man who sells this desk presents himself to the buyer as a progressive dealer, and as such has a first mortgage on the favor and patronage of buyers of supplies and the hundred and one things used in the modern office.

When the prestige of selling such a time and labor-saving article of office equipment as the "2 in 1 Clemco" is considered in connection with the profit in the sale of the desk itself it is clear that it will pay you well to look into our proposition.

We'll be glad to send you our latest catalogue, if you'll write for it.

THE CLEMETSEN COMPANY

2608 Flournoy Street **Chicago, Illinois**

A CLEMCO DESK
THE CLEMETSEN CO
CHICAGO, U.S.A.
Trade Mark

emerge at the same point as finished equipment ready for shipment.

The company is following an interesting procedure in locating its plant at Avenel, New Jersey. Although Avenel is within thirty miles of New York city and on the Pennsylvania railroad, there are no other large industrial establishments located there. Nearby, however, are such well-known centers as Newark, New Brunswick, Rahway, Bayonne and Plainfield, not to mention New York and the rest of the metropolitan district. Thus the company will always be able to draw upon large supplies of skilled labor.

Corona's Dallas Convention.

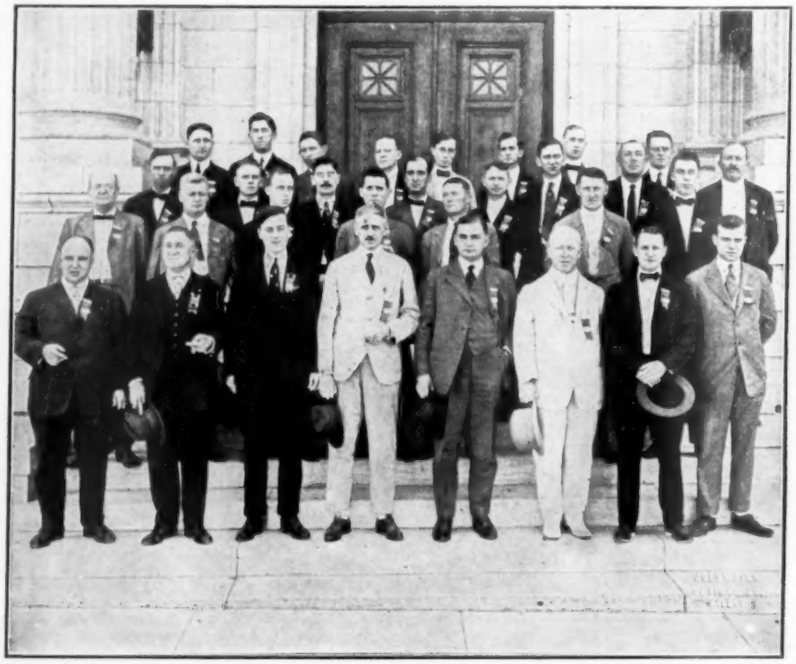
The third and last Corona convention for 1916 was held at the Adolphus hotel, Dallas, Texas, September 20, 21 and 22. Some twenty-eight dealers were present, comprising a large percentage of the southern division agents, who gathered from nine states reaching from Texas east to the Atlantic seaboard.

The home office was represented by C. F. Brown, general manager; L. J. Conger, sales manager, and Robert Bastow, export manager. W. F. Sroufe, manager of the New York office; G. B. Pelton, the western division manager, and John Williams, sales manager for Henry Likly & Co., the luggage makers, were also present.

Others present included Albert Friedlauder, Houston, Texas; John E. Keller, Austin, Texas; H. H. Chumley, Birmingham, Ala.; A. L. Johnson, Atlanta, Ga.; James M. Worsham, Houston, Texas; R. J. Burrow, Milan, Tenn.; C. W. Smith, Fort Worth, Texas; L. E. Dublin, Brownwood, Texas; John C. Elfer, New Orleans, La.; J. A. Orem, Waco, Texas; Clyde C. Cockrell, Amarillo, Texas; John E. York, Dallas, Texas; E. M. Evans, Durant, Okla.; Clyde Woods, Wichita Falls, Texas; J. K. Prather, El Paso, Texas; J. T. Ward, Muskogee, Okla.; S. R. Coleman, Oklahoma City, Okla.; Geo. J. Emmanuel, Pensacola, Fla.; L. B. Divelbiss, Columbus, Miss.; A. R. Vidaurri, Laredo, Texas; J. C. Good, Tulsa, Okla.; F. D. Kammann, southern division manager; A. F. Beyer, San Antonio, Texas, and S. L. Ewing, Dallas, Texas.

The convention was marked by a keen and sustained interest in everything pertaining to the Corona, its problems and methods of sale. Discussions were active and everyone participated with interest. Topics similar to those discussed in the recent New York and Chicago conventions of the Corona Typewriter Company, which were fully presented in Office Appliances, were discussed at Dallas. Northern visitors to that state came back with high praises of the enterprise and go of the Texas metropolis.

On Thursday evening of convention week the delegates were entertained at a lawn party by Southern Division Manager Kammann and Mrs. Kammann. A brief account of this lawn party has been published in the October number of Office Appliances. The convention was a success from start to finish in all its features.



Southern Sales Convention, Corona Typewriter Company, at Dallas, Texas.

Carter Veterans Honored.

The Boston City Club was the scene on Wednesday evening, October 4th, of an interesting gathering of executives of the Carter's Ink Company. The occasion was the twenty-fifth anniversary of the coming with the company of two of its well-known employes, O. T. Erickson and C. A. Schmitt. R. B. Carter, president of the company, and C. B. Gordon, general manager, planned the dinner in recognition of the long continued service of the guests of honor.

It was a most happy informal time, with no set speeches or program except the main event, which was the presentation by Mr. Carter on behalf of the company of solid gold watches to Mr. Erickson and Mr. Schmitt, both of whom responded feelingly.

Mr. Erickson is office manager of the company and the changes he has seen in the financial affairs during his twenty-five years have been most marked—the growth in that line has been steady and sure and much of the excellent system now in vogue in that department has been installed by him. He is well known among the trade at large.

Mr. Schmitt is the senior chemist and has presided over the laboratory, with his never-ending smile always in evidence. He is interested in everything tending to improve the products. His motto is "Nothing so good it can't be better." On the formula book when he took it 25 years ago were about 20 formulae for the various inks made—now there are over 300.

Those present included, besides the four above-mentioned gentlemen, the following:

W. F. Wyman, S. W. Tyler, R. A. Robbins, J. A. Corliss and C. B. Willey, assistant sales managers; F. W. Taft, manager advertising department; H. C. Fogel, advertising department; W. J. Prendergast, cashier; C. A. Gifford, cost accountant; E. K. Porter, purchasing agent; R. M. Colbert, assistant traffic manager; W. J. Rhodes, superintendent; G. A. Miller, technical expert; A. G. Weinz, chemist.

W. R. Brown, western division manager, Monroe Calculating Machine Co., recently established new offices at Seattle, Wash., with E. W. Pease in charge. Mr. Brown visited other cities and appointed one or two more agents at important points.

VAN DYKE
DRAWING PENCILS

Gold Medal
Panama-Pacific
Exposition

15
DEGREES
OF HARDNESS
ACCURATELY GRADED

A 20TH CENTURY PRODUCT

Creative genius, long experience and the best raw materials of earth, are here brought together to make

THE VAN DYKE DRAWING PENCIL

the highest expression yet obtained in scientific pencil making. These words are backed up by facts. The testimony is overwhelming

RECOMMEND

to Artists, Architects, Engineers, Surveyors, Draftsmen, etc.

EBERHARD FABER
NEW YORK

THE OLDEST PENCIL FACTORY IN AMERICA

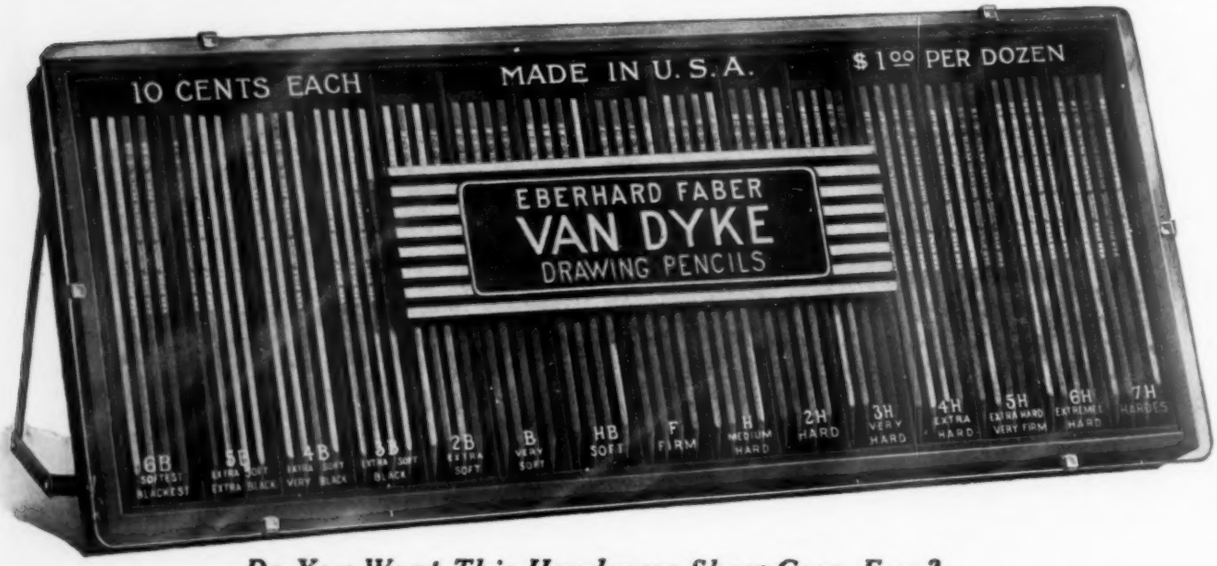
VAN DYKE
DRAWING PENCILS

MAKES MONEY FOR YOU

FREE — **A VAN DYKE SALESMAN** — **FREE**

A no more tactful and efficient salesman can be had than the handsome VAN DYKE EASEL SHOW CASE—22" long, 9" wide and 1½" deep—subdivided in *15 compartments*—one for each of the *15 degrees* of hardness.

A fine plate glass covers the front, the interior is decorated in green velvet. The lettering on each compartment, indicating the grade, is in gold. This show case can be used either as a flat counter display, or an easel show case.



Do You Want This Handsome Show Case, Free?

If so, write us for particulars

The Van Dyke Drawing Pencil No. 600. Yellow polish—in 15 degrees—Hexagon

Awarded Gold Medal at Panama-Pacific Exposition

Adopted by U. S. Government for Department Drafting Rooms

EBERHARD FABER : NEW YORK

Oldest Pencil Factory in America

EBERHARD FABER
NEW YORK

THE OLDEST PENCIL FACTORY IN AMERICA

Elliot-Fisher Eastern Sales Meet.

The eastern offices of Elliott-Fisher sales organization were represented at a sales meet held at the Hotel Breslin, New York city, October 19, 20 and 21.

The sessions were marked in the enthusiasm displayed. The meeting was held during the time of the New York Business Show so that the men from cities outside of New York could have the advantage of attending the show. G. F. Watt, president of the company, and C. H. Hunter, assistant general manager, presided over the meeting, both taking part in the discussions.

The first roll-call was nine o'clock Thursday morning, October 19, and a few minutes after the discussions were started. The opening address was delivered by President Watt, and the purpose of the meeting was outlined.

Mr. Watt concluded his remarks by introducing J. L. Mellon of the Philadelphia office. Mr. Mellon's subject was "A Steady Job for Sixteen Years." His words were filled with the spirit of enthusiasm which generally goes with sixteen years of service in the same field. He said that at one time he was ready to accept an attractive offer that came to him from the outside, but after due deliberation it was declined, "and now," said Mr. Mellon, "I can say that I am very well pleased that I did not accept what then seemed to be a better position."

Mr. Mellon was followed by E. G. Merckling of the New York office, whose subject was "As a New Man Sees Us." One of the most interesting points brought out in Mr. Merckling's talk was that no Elliott-Fisher salesman is ever discredited through the policy of the company. The salesman who knows that he is backed by a one-price policy and terms that fit every one alike, approaches his prospect with a secure feeling that he is master of the situation and that no one can go over his head with a better price or more attractive terms, in order to get a delinquent order signed. Mr. Merckling spoke of the five weeks spent in the Elliott-Fisher sales school before taking up the field work and remarked that it was the best five weeks of education he ever had and was proving most profitable to him.

Robinson Murray, editor-in-chief of "Ginger," the Elliott-Fisher house organ, was next celled upon to explain the purpose of "Gingerade," the company's new weekly publication. Mr. Murray interestingly brought out the point that "Gingerade" is sort of a tonic to dispense snap and that it was to aid the salesman in rounding up his prospect.

F. L. Benedict, advertising manager, followed Mr. Murray with a few remarks on the "Sales Promotion Helps." Mr. Benedict pointed out the purpose and necessity for reporting calls on prospects to the general office and the need for co-operation between the sales promotion department and the sales organization. An interesting discussion on sales promotion work followed and lasted for one hour. During the discussion E. St. Elmo Lewis paid the meeting a call and before he left gave a very interesting talk on the question of scientific quotas.

"Boosts and Knocks" was the subject of the next address which was rendered by W. R. Busch, chief of the educational department. He most forcefully admonished all salesmen to refrain from "knocking" the other man's product, conveying the thought that with every knock there was a reaction set at work which would "come home to roost."

O. L. Gagg, treasurer and manager of the New York

The following persons are included in the above group: 1, J. L. Mellon; 2, Robinson Murray; 3, H. A. Foothorap; 4, E. A. Searle; 5, H. P. Scott; 6, A. A. Gordon; 7, W. E. Witbeck; 8, T. C. Campbell; 9, A. W. Burdette; 10, G. F. Watt; 11, J. N. Tyndall; 12, C. K. Shill; 13, C. H. Krieble; 14, S. M. Meding; 15, R. Trego; 16, G. Griffith; 17, C. W. Jones; 18, R. S. Armour; 19, H. B. Tarakoff; 20, T. A. Triggs; 21, G. K. Kendall; 22, E. S. Ross; 23, L. F. Betts; 24, F. G. Wm. Bush; 25, W. M. Raynor; 26, F. A. Andrews; 27, R. R. Steele; 28, J. F. Plank; 29, F. A. Bahrenburg; 30, M. A. Seely; 31, C. F. Van Etten; 32, W. H. Repp; 33, J. W. Young; 34, A. L. Brennan, Jr.; 35, G. E. Brattan; 36, G. W. Breesmen; 37, John Lyons; 38, A. D. Smith; 39, J. M. Morton; 40, J. D. Hoban; 41, E. J. Morch; 42, W. B. Schiebel; 43, C. S. Rogers; 44, N. H. McKean; 45, C. B. Bailey; 46, E. H. Rhodes, Jr.; 47, W. Z. Seilhamer; 48, C. H. Hunter; 49, F. L. Benedict; 50, W. W. Mullen; 51, H. A. Fox; 52, W. H. Sutton; 53, W. A. King; 54, C. G. Ebert; 55, Herman Koch; 56, C. C. Fitch; 57, W. E. O'Connor; 58, P. L. Carey; 59, F. W. Adams; 60, C. H. Reed; 61, H. C. Rose; 62, L. A. Wolfe; 63, W. J. Thomson; 64, O. L. Gagg; 65, W. R. Busch; 66, G. Merckling.

district, gave a most interesting and instructive talk on "Both Sides of the Fence." Mr. Gagg has spent his time in the service of the company in both the general office and the field and no man is in a better position to talk on "Both Sides" than he. Throughout his remarks it was pointed out that co-operation between the home office and the field offices was the spirit that does and must prevail.

After Mr. Gagg's address, the meeting was adjourned for the noon hour and the men retired to the dining room, where the inner man was satisfied.

The meeting was promptly called to order again at one o'clock and the first speaker was M. A. Seely, assistant general sales manager from the general office, Harrisburg. His remarks were centered upon the topic of "Service to Users." "Real service," said Mr. Seely, "begins with the date the machine is delivered. It is then necessary to take care of the customer and see that his interests are looked after in every way." He mentioned the mechanical school which is maintained at the factory to furnish service men of character and ability to look after the machines after they have been put at work in the hands of the user.

C. H. Hunter, assistant general manager, was the next speaker. His topic was "Stationery, Fits and Misfits." He very interestingly told his listeners the importance of using the right kind of stationery and binders with Elliott-Fisher machines. He showed that it was the duty of every salesman to make his prospect understand the importance of having stationery which is best suited to the use of Elliott-Fisher machines.

Following Mr. Hunter, R. R. Steele of the Philadelphia office spoke upon the possibilities of the small store. He cited two instances of installations in small retail stores in his territory which were proving eminently satisfactory.

T. C. Campbell, also of the Philadelphia office, followed Mr. Steele and gave an interesting talk on one of the best installations in his territory.

"Printers" was the subject chosen by F. W. Adams of the New York office, who was the next speaker. He showed by an installation of his own in one of New York's leading printing establishments how a printer may keep his books at the top-notch of efficiency and economy by using the Elliott-Fisher machines.

The next talk was given by S. M. Meding, the carbon paper specialist of the New York office. Mr. Meding's talk was centered upon the selection of the right kind of carbon paper. It was an interesting and original talk.

"Free Air—Costly Gas" was the next subject and the speaker was John Lyons of the Baltimore office. The gist of his talk concerned the use of the Elliott-Fisher in garages.

The first day's meeting was adjourned at five o'clock. A little relaxation and a good dinner put the boys in fine shape for their first night at the New York Business Show.

The Friday morning session was called to order promptly at nine o'clock. Mr. Watt opened his remarks by telling a story, evidently to illustrate how the Irish salesmen in the Elliott-Fisher organization "stick together."

Mr. Watt then introduced Evan Johnson, editor of Office Appliances. Mr. Johnson spoke of the great pioneer work of the Elliott-Fisher Company in educating the business world to the advantages of bookkeeping by machinery. He referred to the splendid progress of the company and the great prestige it has won by its efficient machinery and honorable business practices. "The managers and salesmen," he said, "are the company's point of contact with the great world of business, and for every official act of theirs the company is held responsible. It is for them not only to safeguard the prestige which has been handed down to them, but add to the company's good name by business practice which in every way conforms to the company's policy."

"Perpetual Inventory Records" was the next subject, and it was well handled by H. A. Foothorap, superintendent of the factory at Harrisburg. He showed how the Elliott-Fisher records were kept at the factory. He cited a number of cases in which the Elliott-Fisher was used to get correct results at a minimum of expense.

F. G. Wm. Bush of Buffalo was next introduced to the gentlemen as "Mr. Alphabet Bush of Buffalo." Mr. Bush's remarks were confined to department store accounting. He read a very interesting paper covering a complete department store installation.

While Mr. Bush still had the floor, James L. Dalton arrived, and in response to a request gave an interesting talk regarding the Elliott-Fisher product and Elliott-Fisher organization.

T. A. Triggs of the New York office was the next speaker and talked on "Ten Years in the Same Territory."

Mr. Triggs was followed by J. A. Kaiser, also of the New York office, whose remarks were centered on the use of Elliott-Fisher machines by insurance companies. Lewis Betts, also of the New York office, gave some interesting facts on "Speed in Operation."

The meeting was then adjourned for the noon hour.

The first speaker of the afternoon was John Lee Mahin of New York, formerly of the Mahin Advertising Company, Chicago. Mr. Mahin related his experience with Elliott-Fisher accounting covering a period of several years.

The next address was given by W. A. King of the Boston office. His remarks were devoted to keeping accounts payable in an institution which had no accounts receivable. In other words, an institution doing strictly cash business, yet purchasing large quantities of merchandise. He showed how accounts payable in any kind of business could be successfully handled on Elliott-Fisher machines.

C. C. Fitch, manager of the bank department, was the next man to speak. His subject was "Elliott-Fisher in Banks." He stated that there were very important operations with bank bookkeeping which could be done on Elliott-Fisher at one operation without sacrifice of the "double check."

"Public Service Billing and Bookkeeping" was the next subject touched upon. The speaker was R. Trego of the Philadelphia office. Mr. Trego showed how this work could be done at a great saving on Elliott-Fisher machines. His remarks resulted in a broad discussion.

C. H. Krieble of New Haven followed with an interesting talk on "Elliott-Fisher Plain Billing Machines."

"The Keeping of Tax Duplicates and Making Tax Bills on Elliott-Fisher" was the next subject under discussion. The speaker was J. W. Young of Reading, Pa.

J. D. Hoban of Buffalo came next with a talk on "Cost and Cost Accounting" as applied in the factory office of one of his good customers.

At five o'clock the meeting was adjourned and another evening was spent at the business show.

On Saturday the gavel sounded at nine o'clock and the meeting came to order.

The first matter that came up for discussion was the question of a slogan for the meeting. Fifteen or twenty were submitted. The one which was finally decided upon by the majority vote was "Demand Proof Sheet Control."

The balance of the morning was devoted to a selling demonstration and discussion in which many of the salesmen took part. The afternoon was devoted to a continuance of the sales demonstration.

Punch! Put pictures in *your* letters and forms. Easily done —without cuts—on the new mimeograph. And you get wonderfully clear, sharp, satisfying duplicates. A thin master sheet of dark blue paper—waxless, indestructible—has made the mimeograph the ideal all-purpose duplicating machine. Reproduces typewriting, longhand, ruled forms, sketches—on the same sheet—at one operation—without engravings or typesetting and distributing. Works at low cost, in your own office, to suit your time. Quick? A thousand copies done in a few minutes! Booklet "T" explains how the *improved* mimeograph will help you cut expenses—will widen your business horizon. Write A. B. Dick Company, Chicago—and New York.

MIMEOGRAPH EDISON-DICK

Superior Calculator

$7.50 SAVES YOUR TIME BY SOLVING YOUR PROBLEMS **$7.50**

MULTIPLICATION DIVISION
COMPUTING PAYROLLS PERCENTAGES

Leishman Arcascope & Supply Co.

Manufacturers of Mathematical Instruments

OGDEN, UTAH

The new improved

Cosmo Time Stamp

Let It Prove Its Worth to Your Business

PRICE $7.00

Time is money—and time saved is money saved. A Cosmo Time Stamp puts your business on schedule—speeds up every department—means bigger profits for you. Used by manufacturers, retailers, wholesalers, bankers, printers, garages—by business executives everywhere who value time and believe in system.

GUARANTEED

Shows Exact Date Hour and Minute

1. Your letter received.
2. Your letters answered.
3. Your factory orders sent.
4. Your invoices mailed.
5. Your bills entered.
6. Jobs started.
7. Jobs finished and other important facts.

Simplicity in construction, durability and neatness make it the most popular and practical Time Stamp on the market.

Ask your dealer for a demonstration of the COSMO, or write.

A. D. Joslin Manufacturing Co.

227 W. Erie Street CHICAGO, ILL.

Every dealer should stock the Cosmo Time Stamp. The demand is unlimited. Our extensive advertising and liberal offer make it a profitable account.

Underwood Company Promotes Men in Ranks.

To the Underwood Typewriter Company must go the credit not only for its generosity in sharing with its employés the profits of its business, but for the promotion of men inside its ranks.

C. A. Harton.

The general sales manager, J. E. Neahr, has just announced five important changes in the organization, all of them affecting men who have been with the company for years with one exception, and that is the promotion of a good salesman to the position of manager.

These promotions came about through the transfer of Frank E. Klima, manager of the Cleveland branch, to the

C. H. Prentice.

position of special railroad representative. The vacancy in the Cleveland office was then filled by the promotion of C. A. Harton, Cincinnati manager. C. H. Prentice was transferred from Springfield, Mass., to Cincinnati, to take Mr. Harton's place. The position of manager in the Springfield office has been filled by S. T. Smith, Jr., formerly of New Haven, while W. D. Crawford, for some years special representative, was transferred to New Haven. Wendell P. Keene was promoted from the office

The Spirit of Service

*In commercial life, as in the everyday life of the individual, it is the **spirit** that actuates us that determines what our success and progress and standing in the community shall be.*

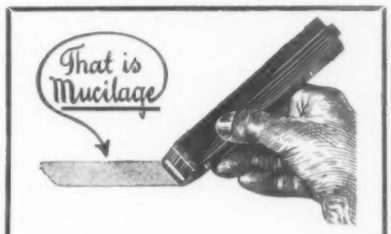
This fact is so evident, and so well known, that we hardly need mention it, but we put the thought into words so we might express our appreciation for the spirit of good will and co-operation that we have experienced in the relation of the Trade to us and our business.

There is a genuine Spirit of Service in the heart of this business. Of course our goods have merit. No amount of service, and of effort, would have put them where they are, without merit. But is it not also true that, without a Spirit of Service back of the goods, they would not have been so well received?

This service means more than simply filling your orders with reasonable promptness. It means a genuine desire to tote fair with you at every step of the way. We want you to have, from us, the kind of goods, service and satisfaction that you were expecting when you placed your order with us. Our constant effort is to take care of our customers, whether large or small—to see that they are satisfied—to be sure, not only that they get the goods they asked for, but that those goods give satisfaction.

*The Sengbusch Self-Closing Inkstand is so well known that we do not need to explain its merits here. It came on the market to fill a real need—not merely to **find** a place where it could be sold, but to **fill** a place that was waiting for it. How well it succeeded is a matter of history. It has become the standard of efficiency in the inkstand field.*

Then came the B & S Mucilage Applier, which we mention more fully elsewhere on this page. It also has its place, and will no doubt be found filling that place, completely, in due season. The Ideal Sanitary Moistener, the last item added to our line, is not new. But that it measures fully up to the standards which we have set for our business is assured, or we would not have taken it on.



THE B&S MUCILAGE APPLIER

This is really a remarkable invention. It is made of hard rubber, and is designed to hold mucilage, of just the right consistency, so that it will be ready for instant use when wanted, and so that it can be easily applied to any surface, large or small.

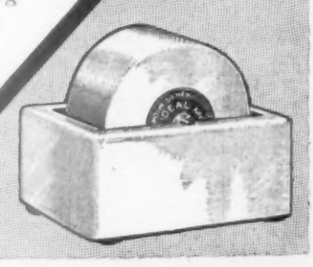
It is a success. It does what it is designed to do, and it does it well. Like any new article designed to do a new kind of work, it must be understood, and one must know how to use it. If the best results are to be secured.

The Spirit of Service that actuates us in our business directs that we shall not only tell everyone to whom we sell this time saver and labor saver just how to use it, but we shall, so far as possible, tell his customers how to use it. The Spirit of Service that actuates every successful dealer teaches him that he must do the same thing, especially with so unique an article as the B&S Mucilage Applier.

If you have none of these in your stock, get some, by all means. Learn how to use the Applier. Then show your clerks, and your friends, and your customers. The novelty of the article, the convenience of having fresh mucilage always at hand, ready to be used without gumming up everything in sight, will make you many customers and friends. If you push this little article to the front. It's worth while. It's doing a service to every one you make acquainted with it. Let your own Spirit of Service prompt you to remember this, when you get back to your store.

Our Spirit of Service is behind anything that we sell. That Spirit of Service has as its great aim the satisfaction of our customers. We want everyone who buys from us to feel that we are not through with him as soon as his bill is paid. Whether he buys one or a thousand, we want him to rest assured that we are back of the goods—always. Our goods are made and sold to give service. If they don't help the dealer to make money, they are not giving that service, in the full sense that we feel it. And so we are always ready to do our part—perhaps a little more—in helping the dealer to realize a profit on whatever we sell him.

Our catalogs, circulars, mailing cards, window cards, store hangers, etc., are all designed in this Spirit of Service. If you don't take advantage of them, you are missing some of the things your money has paid for.



Sengbusch Self-Closing Inkstand Co.

401 Stroh Building *Milwaukee, Wis., U. S. A.*

The Ideal Line

Of Metal Costumers

is high-grade in design, material, workmanship and finish and sells at reasonable prices. These costumers are far more sanitary than the old-fashioned clothes press or individual lockers because they permit a continual circulation of fresh air through the wearing apparel.

Being made of metal, our costumers and racks will last a life time. The seal of approval has been placed upon them by many large corporations who are careful to select the best.

There is a wide variety of designs and finishes. Supplied in rich statuary bronze, old copper, bright copper, gun metal, nickel, brass, white, maroon or green enamel.

Prompt deliveries made on both regular and special designs. Catalog and prices mailed immediately upon request.

The Ideal Metallic Furniture Co.

Detroit, Mich.

EVERY STENOGRAPHER

is a prospect

for Error Proof Speed Keys. We shall not quote statistics about the number of typewriters sold every year and tell you that every one means a prospect, but we do say

To You, Mr. Typewriter Dealer

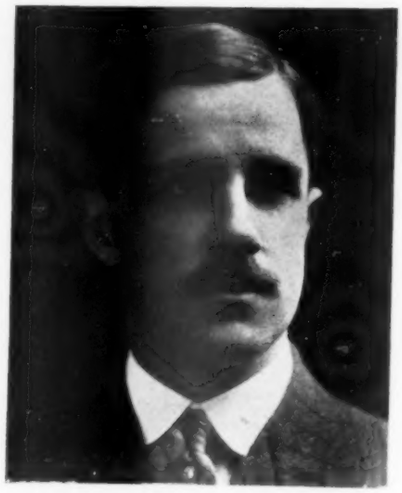
that every typist who is particular about her work and equipment is a 100 per cent live prospect for Error Proof Speed Keys.

Speed keys mean longer endurance for her fingers, absence of eyestrain, and a faster, softer key touch. To her employer they mean a saving on repair bills, longer service, and increased output. Speed Keys last longer, always retain their shape, and because of the error preventing extension, they eliminate errors. They are practically indestructible, they give a lightness of action and softness of touch which only a resilient spring can give.

They have proven the most satisfactory key to hundreds of the largest corporations in the country.

BUSINESS IS GOOD! The coming year will be the most prosperous since 1913. All industries are benefiting and office managers are ready to listen to your solicitation. Speed Keys in your sample case mean dollars in your pocket. Write today for full particulars.

THE SPEED KEY SELLING AGENCY
of New York, Incorporated
82 West Broadway New York, N. Y.



S. T. Smith, Jr.

of manager of Buffalo to that of special representative. R. V. Pottieger was named in his place. The branch of-

W. D. Crawford.

fice in Rochester was given to J. K. Names, transferred from city salesman.

R. V. Pottieger.

NATIONAL BLANK BOOK COMPANY

NATIONAL TRADE MARK

MAKERS OF BOUND AND LOOSE LEAF BLANK BOOKS

HOLYOKE, MASS.

Bookkeeping Blanks

Particularly designed for school use. Made in one size, $7\frac{7}{8}$x$12\frac{7}{8}$, in two thicknesses, 80 and 100 pages respectively. The stiff covers, with black morocco paper sides and red leatherette back and corners make a substantial book. The Day Book, size $8\frac{3}{8}$x$13\frac{3}{4}$, in 18 leaf thickness, bound in brown Imitation Press Board, is also practical for school work.

Holyoke Loose Leaf Ledger

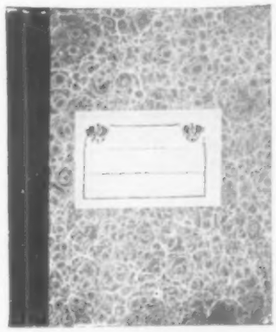
Exceptionally attractive and durable, at a very moderate price. The mechanism is entirely of steel and very simple, a center screw shaft securely attached to the back and operated by a detachable key, regulates the expansion. A press steel frame, made in three pieces, gives great rigidity with the minimum weight. The covers are of double boards, round cornered, with metal hinges, bound in Corduroy with red Cowhide back and corners, gold tooled.

Composition Books

This line includes every item that could possibly be required for school use. There are both stiff and flexible covers, cut flush, in assorted bindings, and three different sizes and 9 thicknesses ranging from 48 to 144 leaves. The flexible cover books are filled with paper of a very good quality, while the paper in the stiff covered books is excellent. Wide variety of prices.

Eagle Loose Sheet Holder

Adaptable to many uses, but especially convenient for a ready desk reference file. Four sizes: $8\frac{1}{2}$x11, $8\frac{1}{2}$x14, 11x$8\frac{1}{2}$, 14x$8\frac{1}{2}$, each with a capacity for about 250 sheets. There are three bindings: Light Blue Tag Board, practical and very inexpensive; Imported Gray Marble Flexible Board Covers, very good quality for a small amount of money; Black Straight Grain Texoderm, Flexible Imitation Cloth Lined style, an excellent book at a very moderate cost. Simple construction. An interesting proposition for any business man.



University Notebooks

All styles for all purposes. Made in wide, open side style in four sizes and two thicknesses, 60 and 80 leaves. Lined faint, unruled, quadrille and marginal side rules. The sides are of Agate Marble paper over stiff and durable covers. The paper is of good quality, suitable for either pencil or pen work. Reasonable in price.

Permanent Transfer Binder

Many good points characterize this inexpensive permanent transfer binder. The steel sectional posts make this book extremely practical, as it can be made compact at any height from $1\frac{1}{2}$ to 6 inches. Flatheaded screws to replace the top sections of filled binders, coming flush with the top cover, make the book perfectly flat and economical of space. The covers are heavy and durable. A large assortment of sizes, at a low cost.

More business men should know about this line.

Some of the Security Lines
STEEL

FIREPROOF FURNITURE AND CONSTRUCTION CO.

An Announcement of Importance

We are pleased to announce that what is probably the largest factory in the country devoted exclusively to the manufacture of steel furniture is now nearing completion at Avenel, New Jersey (just outside New York City) being built by the Steel Equipment Corporation. Some time ago the undersigned took over the control of the U.S. Steel Furniture Company, Syracuse, New York, which Company has since been absorbed by the Steel Equipment Corporation. Plans are now under way for the additional consolidation of the Fireproof Furniture & Construction Company, Miamisburg, Ohio

The details of this wonderful new factory and its equipment will soon be made public. Our friends will be interested, because in this day and age in order to be able to hold its costumers a concern must be in a position to serve them better than its competitors

Offices of the Fireproof Furniture & Construction Company have been opened at Avenel, New Jersey, and all mail, telegrams, etc. should be directed to that point.

As we receive orders there we shall specify on them whether shipment will be made from Miamisburg or Syracuse.

We take this opportunity of thanking our friends for their efforts in the past and for their good will and support.

Fireproof Furniture & Construction Co.

New York Branch
25 West 45th Street
New York

Chicago Branch
38 South Dearborn St.
Chicago.

IN OTHER LANDS

Office Appliances in Great Britain.

Exclusive Correspondence of "Office Appliances."

London, October 12, 1916.

GENERAL level of industrial activity in this country is again well exemplified by the improvement in Great Britain's foreign trade. The imports for September show an increase of $36,010,655 on 1915, whilst the exports show an increase of $55,246,225. It must of course always be remembered that higher prices account for a large proportion of these increases. At the same time improvement is clearly seen. The larger supplies of wheat came entirely from the United States, which also partially made up for the shortage of maize shipments from Argentina. The last country and New Zealand sent us more mutton, and Canada and Denmark more bacon. As against these increases there was a decided reduction in Great Britain's imports of tea, cocoa and sugar. For the nine months of this year, compared with 1915, the imports are up 9.3 per cent, the British exports 33.9 per cent, and the re-exports 1.6 per cent, the comparisons for the last two years being as under:

Imports, nine months, 1916	$3,520,223,085
Increase on 1915	301,161,440
Increase on 1914	907,851,360
Exports, nine months, 1916	1,896,644,690
Increase on 1915	481,186,260
Increase on 1914	142,902,875
Re-exports, nine months, 1916	384,375,395
Increase on 1915	6,275,965
Increase on 1914	394,365

While it is something that Great Britain's exports this year have exceeded those of 1914, which included seven months of peace, by $142,902,875, the trouble is that the imports in the same period have been swollen to the extent of $907,851,360. The adverse balance is now being reduced to some extent, but the excess of imports was nearly $135,000,000 in September, against less than $105,000,000 in August, which is not quite satisfactory.

Perhaps the most important point in the present position of the important and export trade for people concerned with the stationery and some other branches of the office specialty trades is the further government restrictions on the importation of paper. The new ruling is that only one-half the weight, on the basis of the importation in 1914, will be allowed to come in. The restriction on the importation of paper-making materials remains at one-third, as heretofore. The Royal Commission on Paper have drafted the following supplementary regulations to give effect to this further restriction:

F.—Where a sufficient balance of the supply has to be licensed the further reduction will be taken off that balance. Where there is no such balance, or the balance is less than the required reduction, the licenses already issued for that period will be reduced by the weight necessary to make the requisite adjustment. Where this is not possible because the license has been used, the excess imported will be debited against next year's license.

E.—In order to give effect to the decision of His Majesty's Government that the imports of paper must now be reduced by one-half instead of by one-third, as heretofore, the licenses issued by the commission for importation in respect of the supply allowed for the four months November, 1916, to February, 1917, will be reduced, so that the allowance for that period will be one-fourth less than it would have been if the reduction had remained at one-third.

G.—No further reduction is at present being made in the weight of paper-making materials for which licenses are being issued. Buyers of paper who are entitled under the regulations of the commission to supplies of British-made paper on the basis of their 1914 purchases will still be entitled to their two-thirds supply as heretofore, but buyers who are entitled to supplies of imported paper will now only be able to have one-half of their purchases in 1914, as far as the period November, 1916, to February, 1917, is concerned. If they have already had more than their proportionate supply their rights will be adjusted in the same way as licenses will be under the preceding regulation.

H.—It is hoped that makers of and dealers in paper will not increase the price of paper here in consequence of the reduction in the supply of foreign paper. Should, however, complaint be made and established that prices have been unreasonably advanced, the commission may at once reduce or stop the supplies of the offender.

For the purpose of those regulations the word "paper" includes all kinds of paper and cardboard, including strawboard, pasteboard and mill pulp board, and manufactures of paper and cardboard such as printed forms, paper for writing with printed headings, calendars, showcards, posters, labels, colored and lithographic printing other than in book form, and catalogues and price lists printed for persons in the United Kingdom, and all periodicals exceeding sixteen pages in length imported otherwise than in single copies through the post.

Stationery trades are certainly worried about this new proclamation. Already they have had great trouble with the shortage of materials and the labor deficiency and this new edict cannot possibly mend matters. In the meantime, however, the leading wholesale stationery houses report good business, Mr. W. Saltoun of Sandle Brothers again sending in a report of expanding business so far as these adverse conditions will allow. Of course wholesale and retail prices are much higher than even a month or two ago and this helps to create a satisfactory margin of profit. Sandle's inform me that forty-five of their staff have now gone to the war.

According to the Anglo-American Wholesale, Bar-Lock, Corona, Elliot Fisher, Empire, Hammond, Imperial, Monarch, Oliver, Royal, L. C. Smith, Smith Pre-

ONKEN'S Improved Window Display Fixtures

$27.50 For 10 Years Show Window Service

Can You Beat This?

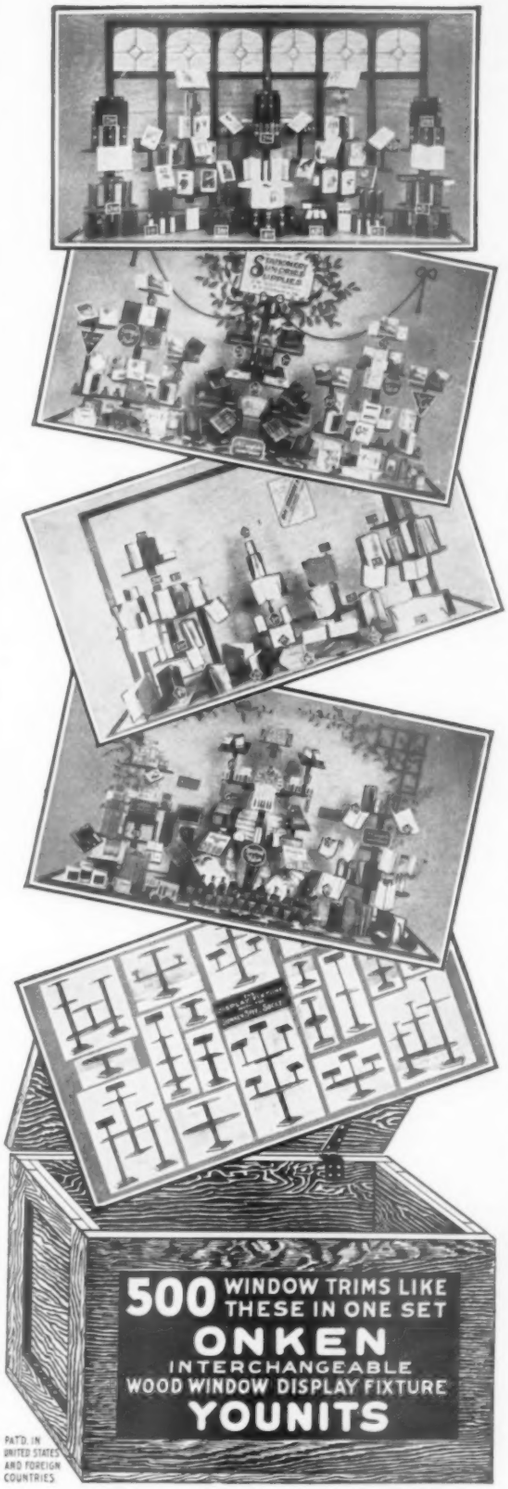
WE mean by this statement that you can make 500 original window trims with this $27.50 set of Interchangeable Window Display Fixtures.

¶ By making a different trim each week the set will last you 10 years and then you will not have exhausted the wonderful possibilities of this great set of window display fixtures.

¶ This means a cost of 5 cents per week for a set of window display fixtures that will help you make genuine trade-pulling window trims.

¶ We have a list of 5000 firms that have RECENTLY bot these fixtures, firms that stand high in the trade and who unhesitatingly recommend the superior usefulness of these fixtures for making quick and effective window displays.

¶ We will mail this list on request.



The Storage Chest. The 89 YOUNITS that make up this se are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Read further about this wonderful

Set for Stationers

Hundreds of Trims. With this set over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket", takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak. The metal parts of cold rolled steel, each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE OF CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 20 $27.50 NET

Price For a Half Set No. 20½ $16.50

F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT

THE OSCAR ONKEN CO.

No. 241 4th Street, Cincinnati, Ohio, U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog: Stock is also carried in Canada, England and Australia

Our New Construction—The Fixture With the "Sunken Steel Socket"—There Are No Screws Screwing Into Wood

Stock Carried in Cincinnati, New York, San Francisco, Canada, England and Australia

mier, Taylor's, Underwood and Yost companies, business in typewriters continues to obviously expand, although it is pretty clear that the firms operating here are not getting anything like the profit they ought to be securing. The movement towards supplying the deficiency of male labor by employing women has gone much further since I wrote last month and the female typewriter mechanic is becoming quite a feature of the business. Sales are good both on civil and government account, the only difficulty practically in this case being the delay in securing machines to fill the orders with.

Managing Director Claflin of the Underwood tells me that the following employes of the firm have been reported killed at the front: R. D. Dawson, London salesman; J. Smith, Dundee salesman; D. Hannan, Glasgow mechanic; W. Brittain and F. Brittain, both Newcastle mechanics; S. Lamb, Birmingham mechanic; L. Davenport, Sheffield mechanic; and J. Sanigar, Bristol mechanic. Some similarly sad stories can be told by many other firms and it is quite clear that British typewriter industry after the war is going to look a very different thing from what it was in the days before the outbreak of hostilities. Many familiar faces will be missed. It is perhaps fortunate that so many of the men in the higher positions are over military age or not of British citizenship.

Firms here making the new British carbons and allied requisites are full of hope about their prospects and declare that it is extremely improbable that German-made carbons, typewriter ribbons, etc., will ever have a real market in this country again. It is perhaps a big prophecy to maintain, but after the war the personal factor of competitive cheapness must come into play and into increasing influence as the feelings aroused by the war tend to die down in certain quarters. The British ribbon, carbon, etc., is apparently impossible of so cheap production as was the imported article before the war. Furthermore, authorities regard the higher wages and higher costs as likely to persist after the war is over. In fact, some people go as far as to say that never again will this country be a place of cheap production—anyway, in the old sense of the words. These views might be held to be endorsed by Carpentier and Badel, Columbia Ribbon and Carbon Manufacturing Company, Lamson Paragon and the Peerless Carbon and Ribbon Mfg. Company, and in fact also by those typewriter firms here who are now making ribbons, etc., as a special side line.

General office specialty business, apart from the typewriter, the stationery and the accessories side, shows plenty of work for all the loose leaf, filing cabinet, card and allied firms. The Government itself grows every week into a larger and bigger consumer of every variety of up-to-date labor and time-saving office aids. Dictating phonographs were never sold to such an extent as they are now and calculating machines have entered into still wider use in banks and allied concerns as men have been drawn off and replaced by women. Reports from the American Writing Machine, Burroughs Adding, Cameron Sales Organization, Halsby, Herring Corre, Hotchkiss, International Multigraph, Kenrick & Jefferson, Ludgate, Merkham Trading, Moore's Modern Methods, Morland & Impey, and Roneo are all tuned to an optimistic note, although ever and always labor shortage and the gradual diminution of the remaining supplies of men, owing to the new policy of "combing out" eligible young men, proceeds.

A very interesting exhibition is just now being held at Edinburgh, Scotland, in connection with an ordinary art and picture show. This allied exhibition gives examples of printing collected by the Design and Industries Association. The exhibits consist of posters, show cards, catalogs, book covers, letter heads, invoice tops, general printed stationery, labels, business cards and boxes, together with other examples of commercial printing. The general impression one gathers from the exhibition is that beauty in design and artistry in printing is quite compatible with profitable commercial enterprise. British color printing and color work has apparently taken unto itself a new lease of life as a result of the war and the suppression of imports from the "enemy" countries.

Haslewood on Way to Orient.

C. H. Haslewood, who for several years has been engaged in the office appliances business in India and Ceylon and for the last nine months has resided in England, passed through Chicago last month with Mrs. Haslewood and their young son, John, a handsome, lively baby a little less than two years old. The Haslewoods were on their way to the Pacific coast where they expected to take the steamer for Shanghai and other Oriental points. They expect to remain in that part of the world about two years, returning to England by way of the United States.

Mr. Haslewood represents the Royal Typewriter Company and will place machines in the Orient in cities where the Royal is not already represented. He has added also such American products as those of the Eagle Pencil Company and the steel furniture of the General Fireproofing Company of Youngstown, Ohio. He is also agent for the London house of Thomas de la Rue & Co., makers of playing cards, bank notes and similar products. On this trip he will cover specifically Japan, China, Straits Settlements, the Philippines and India.

Mr. Haslewood says that business for the last year in England has been of unprecedented activity and volume, due directly and indirectly to the demands incident to the war. Huge factories have been erected all over England, and concerns which were formerly doing well with an output of 100,000 pounds sterling a year are now in many cases doing five times that volume. To this new work there is more detail than ever before; its volume is such that it is beyond the power of the factories to turn it out by old machinery and hand processes, especially since every factory and office is short-handed; hence more machinery and office and factory equipment are in use than ever before in the history of English commercial life. Women, of course, are being trained in a considerable part of the work which has heretofore been done wholly by men. They are adept as machine operators, and when the war is over no doubt many women will continue in their present positions, becoming a big factor in economic life of England. Most Englishmen look forward to a time of continued activity after the war, since the factories which are now turning out munitions can be readily adapted to the industries of peace and tremendous volumes of merchandise can be turned out to be exported to other parts of the world in return for some of the gold which England is so prodigally spending.

A huge item in English life now is the refugees who have swarmed to her shores to get away from the dangers and horrors of the war—people who were once prosperous residents of the area over which contending armies now pass to and fro. Another factor in English industrial life of today is the concentration camps, where the Germans residing in England at the outbreak of the war are given accommodation. These people carry on their respective

THIRD NEW ENGLAND BUSINESS SHOW

and Efficiency Exposition

MECHANICS BUILDING, BOSTON, MASS.
April 9th to 14th, 1917, Inclusive

Many prominent manufacturers have already engaged space for this show and it promises to be bigger and better than ever.

There will be two days exclusively for executives and other special features.

Floor plan and full particulars upon request.

. . . . . .

Space is also being allotted for the 14th Annual New York Business Show, October 15th to 20th, 1917, inclusive.

ANNUAL BUSINESS SHOW CO.

FRANK E. TUPPER· President

150 Nassau Street New York, N. Y.

occupations as far as possible, as they did before the war, subject, of course, to the supervision of the military authorities.

Mr. Haslewood is optimistic as to the beneficial effects of the war upon social life in England. Although the burdens and horrors of this war are beyond the conception of any person—greater than in any other war which history records—and the sacrifices which everyone must make are correspondingly great, there is a spirit of universal sympathy and helpfulness which is drawing all classes of the population near to each other. It is recognized that the cabman whose son pays the last great price for love of home and country in the trenches has done as much for England as the peer whose son gives up his life in the same service. Englishmen are brothers in effort and in affliction, and never before have they realized so intensely the tremendous possibilities of the individual man. England is getting a quality of service from her people that they have never given before; every man, woman and child is doing his or her "bit" according to the best light that is in them. England is getting their best from her people and Mr. Haslewood predicts that she will continue to get their best when the problems of war have been replaced by the perplexities of peace and that henceforth, there will be more brotherhood in England and poverty will never again be possible in the same way as it has been heretofore. There will still be the rich, the comfortable and the poor—but the poor will have a chance and poverty will be robbed of sordidness and hopelessness, for the more prosperous brother will never again be too far away to notice the plight of the less fortunate man.

Mr. Haslewood left India in October, 1915, when conditions there were rapidly improving. Crops were abundant and producers were receiving good prices. The purchasing power of India was never greater than it is now. In commercial lines, including the office appliances business, native Indians are coming to the fore, proving their ability as business men. Conditions in Ceylon appear to be prosperous, especially from the native point of view.

Interesting Views.

Hadar Schmidt, of Aktiebolaget Hadar Schmidt, Stockholm, Sweden, has favored Office Appliances with a portfolio containing more than thirty views of Stockholm and its environs, from photographs taken at all seasons of the year. The book is beautifully gotten up. We extend thanks to Mr. Schmidt for affording us the pleasure of seeing these views.

Important Royal Developments in Russia.

During the recent visit of T. T. Malleson, Royal export manager, in Russia, he arranged a very important consolidation of interests between W. F. Block, who has represented the Royal in Russia for a long time, and the firm of Gaston, Williams & Wigmore, of New York city. Under the new arrangement the Royal has the advantage of Mr. Block's experience and large personal acquaintance in the government and business circles of Russia, and Mr. Block will enjoy the advantages of the financial support of the Gaston, Williams & Wigmore firm.

The Block Store in Moscow, Russia.

William Block, Mrs. William Block and Wolfgang Block.

Mr. Block has greatly enlarged his Moscow Royal offices and has opened a new Royal sub-office in the Metropole hotel in that city.

New Volga-Asiatic Royal Agency.

Messrs. J. Zyrlin and K. Ravikovitsch, proprietors of the new Volga-Asiatic Agency for the Royal typewriter, at Samara, are doing splendid work, in opening up their territory for the Royal. Their field has recently been extended to include the important provinces of Mohilef, Minsk, Tschernigoff, Orel and Smolensk. They are exceedingly energetic agents and have under their control the only complete office equipment bureau in the Volga-Asiatic Provinces of Russia. They are men of broad experience and unusual ability.

The new Volga-Asiatic Agency has a large and well-trained selling organization covering all the provinces under their control. They expect to do a big Royal business and have placed orders for large quantities of Royal typewriters for future delivery. By a rearrangement of their territory, they are releasing their Homel district and taking over the larger and more important provinces mention above.

Girl of Eighteen Amateur Typewriting Champion.

Hortense Stollnitz, a Remington operator, winner of the International Novice championship in 1915 and of the International Amateur championship in 1916, is a remarkable typist. She is only eighteen years of age and has operated the writing machine less than two years. In November, 1914, Miss Stollnitz became interested in speed typing through the efforts of P. L. Waters, head of the speed department of the Remington Typewriter Company, who saw in her character those qualities which would make her a great typist, although her fingers had never touched the keys of a machine.

Four months after she entered the employ of the Remington Miss Stollnitz competed in her first contest, the Eastern Novice championship, in which she made a record of eighty-eight words per minute net. Later that year at the New York Business Show, October 25, 1915, Miss Stollnitz won the International Novice championship with a world's novice record of 114 words per minute. In the National Amateur championship contest at Chicago in September, 1916, she wrote 129 words per minute net for the half hour, being surpassed by only one other typist, Miss Anna Gold, also a Remington operator, who wrote 132 words per minute. A month later, however, at the International Amateur championship contest in New York, Miss Stollnitz triumphed with the remarkable record of 137 net words per minute. In making this

The World's Safest Safe

For the Man Who Buys It—For the Dealer Who Sells It

Its Merits Proven by Deeds Not by Words

NATIONAL ADVERTISING

In such as the following publications:

SATURDAY EVENING POST
COLLIERS'
LITERARY DIGEST
SYSTEM
REVIEW OF REVIEWS
WORLD'S WORK
COSMOPOLITAN
SCIENTIFIC AMERICAN

teaches the Public to Demand THE SAFE-CABINET

DEALER COOPERATION

Directs the Spotlight of this Advertising on Your Store and sells SAFE-CABINETS.

OUR SLOGAN—"HELP THE DEALER"

TO OUR DEALERS: We are just establishing a Dealer Help Department for your benefit.

Dealer Cooperation Which Sold SAFE-CABINETS

There is only one Safe-Cabinet. The public knows this and when they buy **protection** and **accessibility** for their records and valuables they want that afforded by **The Safe-Cabinet. They know it is the best.**

Our advertising, showing actual tests and results, proves its superiority to all.

Dealer co-operation will acquaint the people in your vicinity with the fact that they should come to you to buy **Safe-Cabinets.**

Every dealer should read and contribute to **Ammunition.** It is your publication. It will contain information, which, if used, will make you money.

Largest Concerns in the World Use Safe-Cabinets.

WHY?

Because they have made thorough and scientific investigations, and found **The Safe-Cabinet** best.

(1) It protects records and valuables which cost thousands of dollars.

(2) Makes records more accessible — thus saving time and money.

(3) Conserves floor space—again saving money.

(4) Makes private those things which should not be open to prying eyes and meddling fingers.

The Safe-Cabinet is sold on easy terms.

If you do not sell it, we will be glad to show you the opportunities.

THE SAFE-CABINET COMPANY

MARIETTA, OHIO

Sole Manufacturers of THE SAFE-CABINET

Typewriter Supply Men and Repairmen

There are several reasons why *you* are logically the man to handle and make a large margin of profit on

AZORA AIR CUSHIONS

Patented Dec. 21, 1915

In the many offices that you visit daily every typewriter that is not already equipped with Azora Air Cushions represents a prospective sale.

You can attach Azoras in a few seconds, while asking the customer whether he has ever used them. The beneficial effect is so immediately evident that the rest is simple.

Azora Air Cushions are built on the same successful principle as the automobile tire, a combination of air chamber and rubber—of the greatest resiliency.

Azora Air Cushions would work in with your business excellently. We'll be glad to tell you more about their sales possibilities—their nerve-saving, typewriter-saving, sanitary features.

Let us hear from you today.

AZORA RUBBER COMPANY

Manufacturers

1945 South 54th Ave., CICERO, ILL.

Sole Agents for India:
PADAM GODREZ & CO., 291 Hornby Road, Bombay.

An Advertising Manager and a Sales Manager Wanted

¶ One of our clients, a concern established over ten years, doing a prosperous business, desires to employ an advertising manager to look after follow-up and Direct Advertising department.

¶ Same concern requires services of a sales manager to handle 25 to 40 men. He must not be over 40 years of age, and must have proven capacity.

¶ The client wishes men for these positions who will live in a small town, who have shown that they have something besides a desire.

¶ In sending in applications, state age, experience, references. No attention paid to letters that do not contain this information.

Campbell-Ewald Company
147 Fort Street, West
Detroit, Mich.

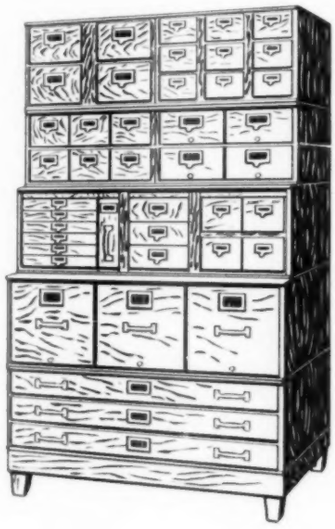
record Miss Stollnitz actually wrote an average of nearly 148 words gross per minute.

Miss Stollnitz is a young woman of inflexible determination and her success should be an encouragement to all typists who desire to increase their speed and accuracy.

Macey Gold Medal Horizontal Line.

The new cabinet catalog No. 4646 of The Macey Co., Grand Rapids, Mich., devotes several pages to their line of Gold Medal Horizontal wood filing cabinets. These files which received the gold medal prize at the St. Louis World's Fair, have been improved and necessary units added to make them a very complete line.

A unique feature of the Macey Gold Medal line is its No. 4400 Inter-Inter Shell, which is 44 inches wide and 19¾ inches deep. By the use of two adjustable upright partitions that can be moved to left or right it is possible



to make innumerable combinations, permitting the use in proper combinations of every filing unit in the entire Macey Inter-Inter line. This allows a wonderful range of units from 3x5 card drawers to cap size, enabling the dealer to meet the most exacting requirements.

Extra deep 3-drawer plan or map, and 3-drawer letter file sections, 27¼ inches deep and 44 inches wide, offer exceptional capacity in a horizontal line. This map section will accommodate practically all maps or blueprints in common use.

Interesting Articles on Typewriter Plants.

The Remington typewriter factory at Ilion is figuring as a model typewriter plant in a series of articles in the "American Machinist" by L. P. Alford an expert on this subject. One of these articles is entitled "Storekeeping in the Remington Typewriter Plants." A later one is "Labor and Production Control in Typewriter Plants" and there are more to follow.

J. A. Payant, Western district sales manager of the Shaw-Walker Company, was in Chicago and Muskegon in October. This was his first trip East in some time, his last routing being interrupted by a railway wreck in Oregon. Mr. Payant was one of eight passengers in a Pullman; in the wreck five of the eight were killed, and another is still in the hospital. But Mr. Payant of "Built Like a Skyscraper" fame, withstood the shock, and a few weeks in the hospital have put him in shape again for "silent, speedy action."

READY?

FOR THE COMING

TRANSFER SEASON

VERTICAL BICO FILING SUPPLIES

MADE FOR ALL SYSTEMS OF VERTICAL FILING

FOLDERS All our Stock Folders are scored for expansion. Made for every filing purpose.

MANILA—3 Grades—3 Thicknesses
Straight-Edged—Tabbed
PRESSBOARD—Two Weights

GUIDES Manila-Pressboard
Celluloid Tipped — Metal Tipped
Standard Sub-Divisions

Thoughtful consideration of present market conditions and careful buying make available for our use a large supply of raw material with which to meet your present demands. It is unwise to delay your ordering. A GREAT SHORTAGE OF STOCK IS BOUND TO OCCUR DURING THE COMING SEASON.

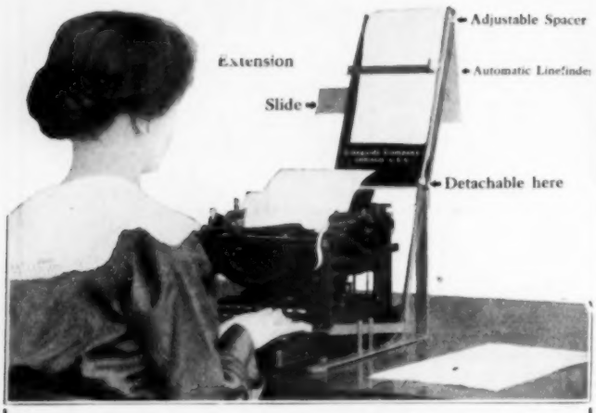
AVOID DELAY—SEND IN YOUR ORDER NOW

BOSTON INDEX CARD COMPANY

113 Purchase Street
Boston, Mass.

395 Broadway
New York City

Profitable Agency



GENERAL DISTRIBUTORS WANTED FOR

Lineguide Automatic Transcribing Machines

LINEGUIDE is sold by dealers generally in office appliances—stationery—typewriter supplies, etc. Also agency sells direct to users—in intensive campaign with salesmen, circularizing, advertising. Sell on approval—or—money-back plan.

We back you with 9,000 satisfied users, strong testimonials, complete data for handling agency, expeditious service. Look us up—when writing—give references if not rated.

NOTE—See our adv. in System and Other Publications.

LINEGUIDE COMPANY
8 South Dearborn Street, CHICAGO

Keep Posted

on the happenings in the office appliance field. Know what others are doing and learn of new devices just as soon as they are ready for the market. A difficult matter, you may declare, but it will not be very difficult for you. Read OFFICE APPLIANCES every month and you will be well informed concerning all such developments. Our force, assisted by a thousand sources of information, collects the important material and publishes it monthly.

A suggestion for your benefit more than for ours: Send $1.50 for a year's subscription (for Canada, $1.75; foreign, $2.00).

THE OFFICE APPLIANCE CO.
417 S. Dearborn St. Chicago, Ill.

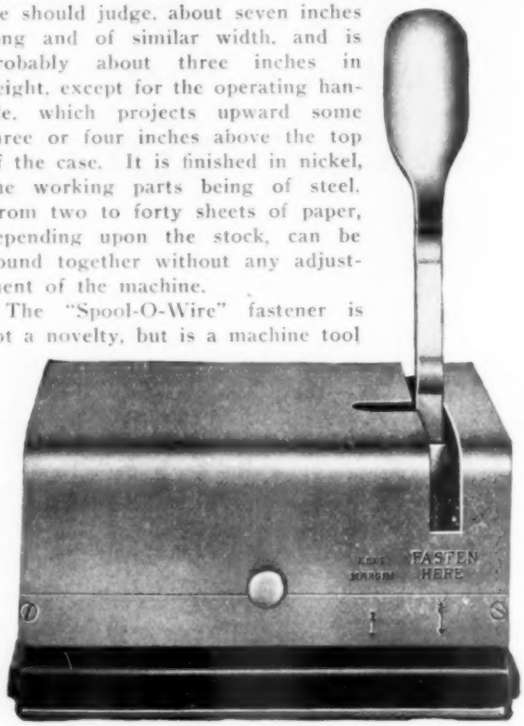
NEW MACHINES and DEVICES

Interesting New Paper Fastener.

A new paper fastening machine which makes a staple from a spool of wire within the machine and fastens the papers together at one and the same operation, is being introduced by the Hutchison Office Specialties Company, Inc., 327 Fifth avenue, New York. This machine is known as the "Spool-O-Wire" fastener.

The writer has seen the machine and has tested its operation, which is easy and efficient. The machine is, we should judge, about seven inches long and of similar width, and is probably about three inches in height, except for the operating handle, which projects upward some three or four inches above the top of the case. It is finished in nickel, the working parts being of steel. From two to forty sheets of paper, depending upon the stock, can be bound together without any adjustment of the machine.

The "Spool-O-Wire" fastener is not a novelty, but is a machine tool



"Spool-O-Wire" Fastener.

built to become a dependable, efficient and economical piece of apparatus, for continuous operation over a long period of years.

Each machine is equipped with a spool of special grade stitching wire not less than 1,250 feet in length, enabling the machine to make and clinch 15,000 staples before it becomes necessary to put in another spool of wire. The machine will make and clinch staples whether there is any paper in the groove or not. Hence it will not become fouled if operated by unauthorized or inquisitive persons.

The machine is made of the best material, all operating parts properly hardened, and all parts subjected to wear made of tool steel tempered to continue to function properly for long periods. The parts are all accurately machined and fitted by expert mechanics, and all parts are interchangeable.

The machine is provided with a felt pad on the bottom

One Stenographer—and a Rotospeed

Will Do the Work of Fifty Typists

If you use form letters, from 20 to 1,000 copies at a time—if you use office forms, ruled factory forms, price lists, bulletins, notices or similar printed matter in quantities of 20 or more—then a Rotospeed Stencil Duplicator will pay you an enormous profit on your investment.

Through the use of this machine retailers are increasing their sales and collecting their past due accounts. Many have doubled and trebled their profits. It is the ideal method of printing sales letters and store papers.

Manufacturers are saving 92% on form letter work and hundreds of printing bills. The use of one Rotospeed has saved one manufacturer more than $1000 in one year.

Perfect Form Letters—20c Per Thousand

Better form letters than you ever thought possible—letters with clean-cut appearance of neatly typed originals that exactly duplicate the typewriter type, can be printed at the rate of 75 per minute on the Rotospeed.

No Type—No Trouble—No Muss

The Rotospeed stencil is prepared quickly and easily. No type to set. Typewrite your letters on a sheet of stencil paper. Attach the stencil paper to the Rotospeed and turn the handle. That's all. A child can do it. The Rotospeed has a semi-automatic feed—self-adjusting impression roll, an unlimited headspacing device and improved receiving tray—all these exclusive advantages—yet it's the simplest stencil duplicator in the world.

Ruled Forms Easily Printed

Ruled forms of all sizes from 3 x 5 inch cards to 8½ x 16 inch sheets are printed on the Rotospeed just as easily as form letters and at a cost of a few cents per thousand.

Illustrations and Signatures Also Quickly Reproduced

Sketches can be copied or traced on the stencil paper and the signature written so that a completely typewritten, illustrated and signed letter will be printed at one operation.

Only One Model—Price $30 Complete

This one machine does everything that a stencil duplicator can do. There are no accessories or higher priced models. The price includes full equipment and sufficient supplies for printing a thousand copies each of thirty different forms. The saving on this much work will pay the entire cost of the Rotospeed.

Free Trial At Our Risk

We offer to place the Rotospeed in your office on trial. We do not employ salesmen. The machine must sell itself. Write for our proposition and the Rotospeed booklet. Let us show you how others in your line of business are increasing their profits and saving expense the Rotospeed way.

THE ROTOSPEED CO.
595 W. 5th STREET DAYTON, OHIO

Dealers!

Every Rotospeed sale means a continuous stream of sales and profits for a Rotospeed dealer. Write for our liberal co-operative proposition.

Exclusive representation granted.

THE PART YOU USE

The things that are most frequently used are often selected with the least thought and care. By rights, the most-used article should be the most painstakingly chosen.

The paper in a ledger or loose leaf binder is **the part you use,** and if it is to be satisfactory that part must meet certain definite requirements; it must stand constant and hard handling, rule well, have a good writing surface, erase frequently, and have "body" without clumsy bulk.

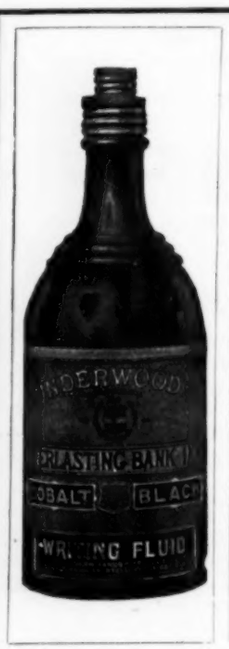
Byron Weston Company's Ledger Paper has passed the test of many years in places where demands are most exacting.

Samples for your inspection are ready to go forward at your request. If you care to have us we will include an interesting booklet on paper making, RAGS No. 3.

BYRON WESTON COMPANY

"The Paper Valley of the Berkshires"

DALTON - - - MASSACHUSETTS



The Man Whose Records Are Worth Something

is a daily visitor to your store. It is this man to whom there is a decided appeal in

Underwood's "EVERLASTING" Bank Ink

A record made with this ink is really a record, because it *"Lasts as long as the paper."*

Underwood's Bank Ink comes in handsome, convenient bottles with our improved pour-out device on quart and pint sizes.

Are you getting good ink service?

John Underwood & Co.

62 Park Place, NEW YORK, N. Y.

BRANCH OFFICES:

BOSTON TORONTO LONDON PARIS VIENNA

so that it will not mar the top of a highly polished desk or table. It is made of sufficient weight to operate properly without being fastened, but if desired it may be screwed down to a base, screw holes being provided for that purpose. It is said that the machine is wonderfully economical in operation, a single spool of 15,000 fastenings costing only one dollar. The inventor of this machine is M. R. Hutchison.

William Mayne, president of the Hutchison Office Specialties Company, Inc., attended the convention at Atlanta last month, and after the convention he came to Chicago, where he spent several days calling on the trade.

A New Typewriter Brush.

The "Stenographers' Friend" is the name of a typewriter brush which has just been placed on the market by J. J. Kenney, 177 Twenty-first street, Milwaukee, Wis. The special feature of this brush is that the bristles are of brass wire. The use of the brush combines the functions of the ordinary brush and the pin which typists ordinarily use, for the "Stenographers' Friend" not only brushes away surplus accumulations of lint and ink, but reaches the lower parts of type in which accumulations gather and cleans the type thoroughly.

Stenographers' Friend Typewriter Brush.

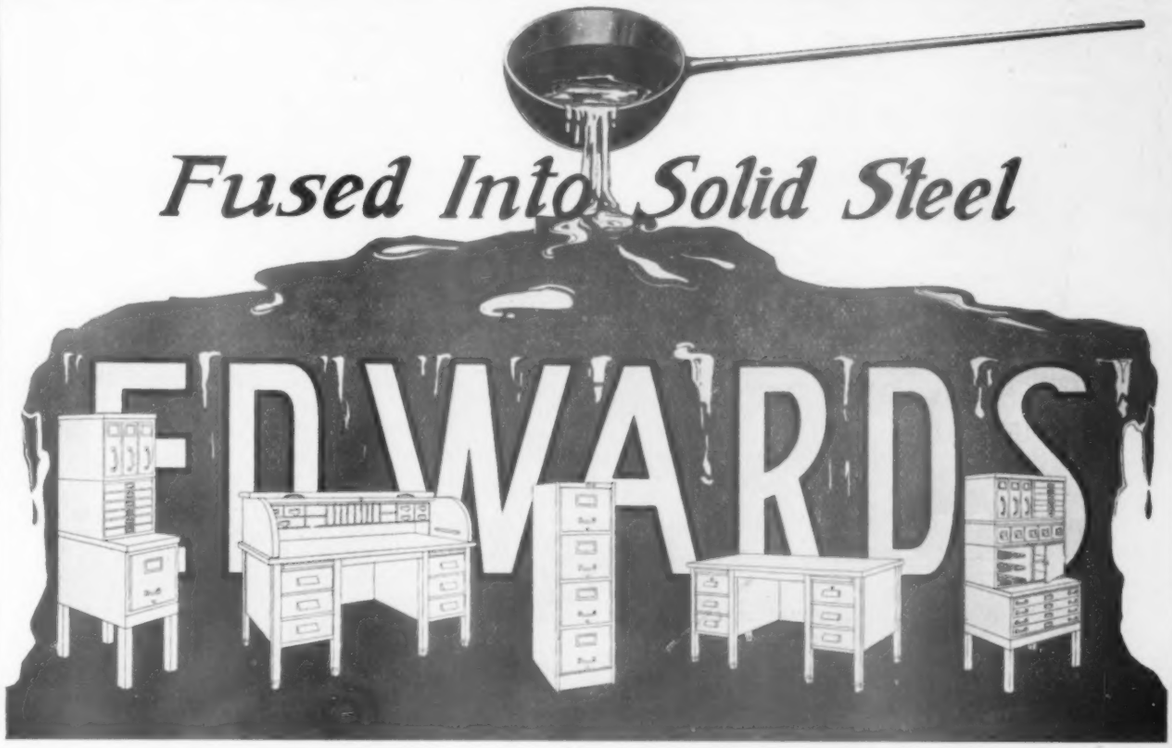
Mr. Kenney quotes a special price for this brush when sold in quantities.

A New Filing System.

A representative of Office Appliances has had the pleasure of seeing a new visible filing system invented by Henry Millard, 1300 Cunard building, Chicago, Ill. Patents have recently been granted Mr. Millard on the various features of his system, which in some respects differs from other visible filing systems. The cards are contained in upright racks rather than in ordinary card drawers.

The Millard system provides for two general classes of visible filing; the first, that in which data may be contained in either one or two lines, and the second, which provides for standard size cards such as 3x5, 4x6, etc. The feature of the single line and two-line cards is that after being written on the typewriter, they need not be placed in holders, but of themselves form a chain of cards which interlock independently of any mechanical device. In operation the typist puts into the machine a long strip, which has been punched by a gang die, so that when the lines are written the strip is torn into pieces which may be assembled and locked together in the hand and slipped into the frame with the previous group. A feature which Mr. Millard has provided in connection with his single and two-line systems, is what he calls a "safeguard tab," which prevents irregularities in the assembling of cards.

The standard size card system is based on the same principle as the one and two-line cards, except that the interlocking principle is applied to cardboard pockets which later receive the cards. These pockets are also so arranged that one cannot take out a card without having a signal that a card is missing. If one decides to permanently remove a card from a certain position in the file, it is necessary to take out the pocket also, which is a matter of only a second. It is equally easy to insert one or more pockets and new cards at any point.



Steel Filing Cabinets

Keep New Throughout A Business Lifetime

Strong? Edwards' cabinets are made of the best grade, cold rolled steel of the heaviest gauge used in making office furniture. Each cabinet is practically fused into one, single, solid piece of steel by electric spot welding and oxy-acetylene welding.

Complete standardized stock in all requirements. Edwards' cabinets are finished in rich olive green, or beautifully grained in Mahogany or Oak.

A Few Profitable Territories Open—Write or Wire Today

This is the age of steel. The demand for it is no longer doubted. It has come to stay—it is rapidly growing. This is a day of exceptional business prosperity. Business houses of every sort are making more money and spending more money. Concerns that have deferred and deferred furniture purchases are now buying. You can meet their needs with the Edwards' line—a line that will help you build, by permanent patronage, business prestige and increase your profits.

If you are equipped to handle a big business equipment proposition in a big way, write or wire today for agency conditions. We, also, make a line of roll and flat top desks and office tables in steel.

THE O. M. EDWARDS COMPANY, Inc.

Syracuse, New York, U.S.A.

To open—simply bend back.
To close—simply pinch rings.

15c List

A split ring memorandum book bound in imitation leather.

The Lowest Priced Split Ring Book Ever Made

No. 04416F contains 40 faint-lined sheets—2½ x 4½ (end open).

Carton No. 7. Contains one dozen books.

Carton No. 6. Contains three dozen books.

Write for discount and quantity prices

Trussell Mfg. Co.

Main Office and Factory
POUGHKEEPSIE, N. Y.

New York City Branch
106-108 FULTON ST.

Crane Ladies' Stationery

Sold by all Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the following Styles and Qualities:

SUPERFINE QUALITY. In Light Blue Boxes, containing ½ ream of Note paper each, and in separate boxes ¾ thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY. In Lavender Colored Boxes, containing ½ ream of Extra Fine Paper each: in like Boxes are Envelopes to match.

Our papers are supplied in Bordered Goods and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

This Trade Mark every box

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Z. & W. M. CRANE DALTON, MASS.

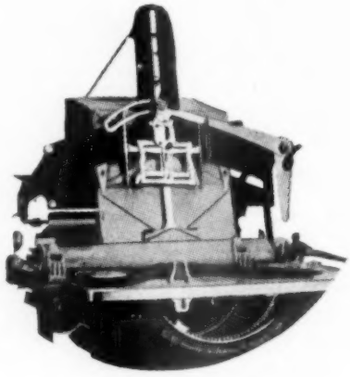
New Goes Lithographing Products.

The Goes Lithographing Company, 42-48 West Sixty-first street, Chicago, is now working on a new line of blanks consisting of glove and merchandise certificates such as are used extensively by department stores, haberdashers and other merchants during the holiday season, and also upon a line of Christmas savings club checks. The Goes Lithographing Company will be pleased to supply samples and quote prices upon request by printers or stationers. The new lines are lithographed in colors and will appeal to stationers and printers who appreciate quality in lithograph work.

Envelope Feeder for Typewriters.

The Automatic Envelope Feeder is the name of a device recently placed on the market. This is manufactured by the Automatic Envelope Feeder Company. Bert Langley, who has held executive positions in some of the largest manufacturing stationery houses in the country, is president and general manager of the new company. Office Appliances understands that there is some territory yet to be assigned to agents.

The Automatic Envelope Feeder placed on a typewriter



Automatic Envelope Feeder.

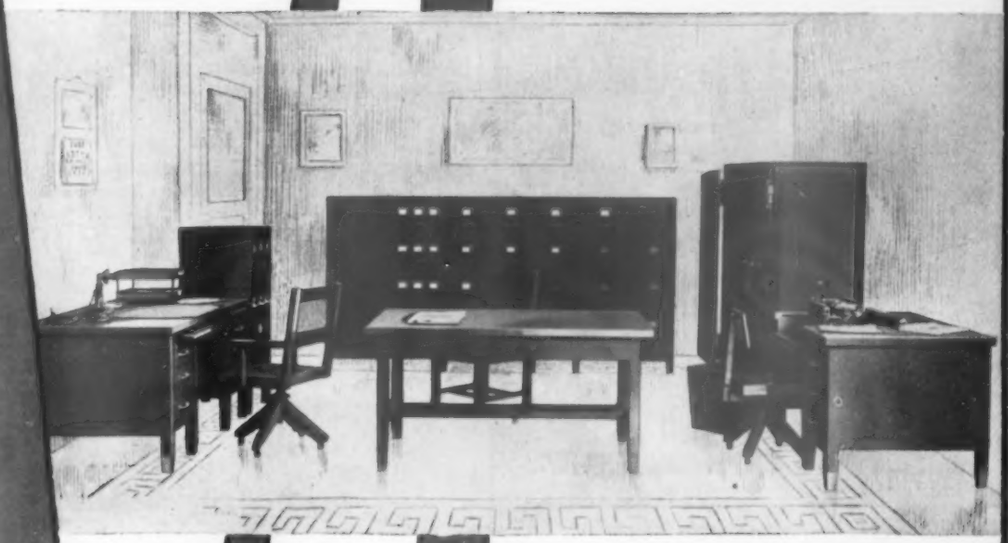
and operated by the average typist, it is claimed will save one dollar per day while envelopes are being addressed. It is claimed that one girl with the Automatic Envelope Feeder can do the work usually done by two in a given time. The motion of the carriage as it goes back and forth is made to deliver envelopes in the position to be addressed, each envelope coming into position exactly straight just at the time it is needed. With the machine in use, the typist can address as many lines as necessary and there is no limit to the length of line nor to the size of envelope.

The Automatic Envelope Feeder Company is located at Akron, Ohio, having offices in the Medford building in that city.

New Device for Sliding Desk Shelf.

Leonard J. Wolf, of New York City, has invented a desk shelf for use with roll top or flat top desks. The object of Mr. Wolf's invention is to provide a horizontal supporting surface, such as a desk slide or shelf, a sliding shelf for tables, file cases, bookcases, and the like, with means for containing removable and longitudinally movable memorandum sheets or reference sheets, which will not interfere with the use of the supporting surface for other purposes. Memorandum or reference sheets are held in place for convenient access and reference, and access may be had to any one of a number of superimposed sheets. At the same time the support-

Make friends—



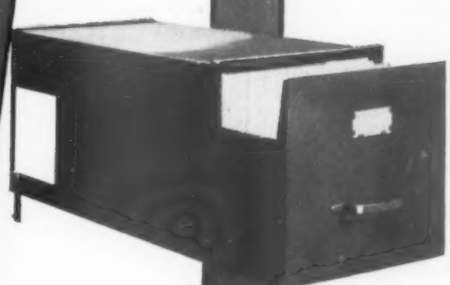
Van Dorn Steel Equipment

makes permanent friends of your customers because it is a *permanent* advertisement to the high quality of the goods you sell. Whenever you want a firm business friend sell him VAN DORN.

"*Van Dorn*" isn't merely a line of steel furniture and equipment—it is a steady and forceful merchandising service as well, continually at work to move the goods off your floor. The complete story is told in our folder "YOU SELL MORE VAN DORN."

Ask for a copy.

For Your "December Drive"



This low cost V-D Steel Transfer Case is already making money for forehanded merchants. Get our estimates on your requirements.

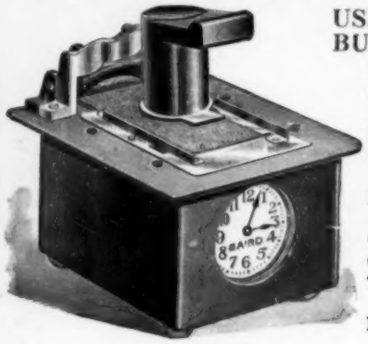
The photograph above shows only a small fraction of Van Dorn sales-possibilities. Our 1917 catalog (free) shows the rest.

The Van Dorn Iron Works Co.

Metallic Furniture Dept.

CLEVELAND OHIO

Baird Time Recorders and Clock Systems



USED BY BIG BUSINESS

Yawman & Erbe
Marshall Field
Cadillac
Pullman
Oakland Motor Car
Mercer Automobile
Case & Martin
Otis Elevator
The Fairbanks Scale
Eastman Kodak Co.

Every successful business man of today is beginning to realize he must know his branch costs in order to meet competition in prices.

The Baird Equipment Co., 334 W. Ohio St., Chicago, Ill., is better equipped than any other manufacturer to care for needs, through their various types both for office and factory.

DEALERS—There is considerable territory not covered by our present agents. Our discounts to you are liberal. If you would be interested in handling our devices fill out the attached coupon and we will furnish details.

BAIRD EQUIPMENT CO., 334 W. OHIO STREET, CHICAGO

Please send circulars and details of your proposition on Time Recorders, under your offer in Office Appliances.

Name.....

Address.....

THE

AJAX

EYELET PAPER FASTENER

(An Automatic Magazine Machine)

It punches the hole, feeds the eyelet, and clinches it, in one operation of the lever.

It uses anyone of three sizes of AJAX EYELETS.

A machine for binding papers, reports, samples, coupons, vouchers, etc.

A GOOD SELLER A PROFIT MAKER

MACHINE APPLIANCE CORPORATION

351 Jay St., BROOKLYN, N. Y.

ing surface, if it be in the form of a slide, may be pushed in so as to conceal the memorandum or reference sheets from view, insuring privacy and holding the sheets in position for convenient access.

A New Line of Costumers.

Modern ideas in sanitation have influenced the construction of office furniture as well as of many other lines. One of the evidences of this influence is the growing favor of costumers for the hanging of wearing apparel. The fact that the clothing is exposed permits a free circulation of air and accelerates the drying of clothing which has become wet.

In line with these facts the Ideal Metallic Furniture Company, Aurora, Ill., has designed and is manufacturing a line of metal costumers and racks which are ornaments to any office, as well as most useful articles of furniture. The workmanship on these costumers and racks is of the highest grade, and they exhibit the ultimate development of the plater's art. Statuary bronze, a popular finish which harmonizes with mahogany fumers, is very rich in color. Other finishes used by the company are old copper, bright copper, gun metal, nickel, brass, white, maroon and green enamel.

An Ideal Metallic Costumer.

The company states that its facilities are excellent and that it can make prompt deliveries. In cases where special designs are required the company states that it can make deliveries in time to meet even the most urgent demands.

Unique Calendar Arrangement.

Parker's All-year Ready Reference Calendar is the name of a convenient calendar arrangement which is at present being marketed through Clarke & Courts, Galveston, Texas, and is being used by companies part of whose advertising is done in the form of calendars. The Parker calendar carries on one sheet, within a space ten inches by three inches, a calendar for an entire year, so that one may at any time refer to any date in the year

The Sundstrand SPEED

PORTABLE

Adding and Listing Machine

40%

Lower in price than any other adding machine doing same work.

meets the present day requirements essential to efficiency and economy in mechanical accounting service. Practical tests have proven that it will do not only simple adding and listing, but all the figure work of a business office, and do it easier, faster and cheaper than can be done mentally.

Computing interest, discounts, extending and proving invoices, prorating, percentages, etc., are included in the figure work connected with accounting. These things are as much machine work as addition. The Sundstrand will do all this work in a practical way, furnishing a physical audit slip of the work computed.

The Sundstrand keyboard makes plain, straight addition so simple that a child can learn to operate it in a few minutes. It is the only keyboard that is practical for three-finger touch method operation, enabling the operator to list and add figures faster than he can read them. Items are set up in their natural order, just as the figures would be written with pen or pencil, giving no thought to numerical order. The machine automatically places figures in proper columns. The ten numerical keys are arranged in three rows, each key having a short stroke, and light and easy touch.

All Sundstrand machines are equipped with a Digit Indicator, which is conveniently located above the keyboard. An arrow indicates whether the amount set into the machine is units, tens, hundreds, thousands, millions, or dollars and cents. It shows at a glance just what is being done. It furnishes a visible check on the work before items are listed, eliminating guesswork, loss of time and mistakes.

Automatic Features

The Sundstrand eliminates many operations necessary on other adding and listing machines, therefore it does its work faster and easier. It automatically corrects errors before listing, automatically prints sub-totals in red, automatically prints accumulation of figures recorded in the machine, and automatically indicates number of digits set up. These automatic features, combined with its simple keyboard and light, short, rapid lever pull, reduce unnecessary arm and finger movements to a minimum.

Versatile

The Sundstrand will add, multiply, subtract, divide, and handle fractions as easily as whole numbers. In fact, its adaptability is wonderful—suitable and practical for all computing purposes. It has demonstrated its value in thousands of offices, from the U. S. Government down to the smallest retail merchant.

Portable

The Sundstrand weighs, fully equipped, about twenty-five pounds. It can be easily carried from one room to another, or from desk to desk in the accounting department. It can be placed on a desk close to the work. No ledger lugging; no tugging at cumbersome, old style machines to make them accessible.

A Liberal Trial Free

A liberal trial of this machine in your office places you under no obligation to buy. You will appreciate the portability of the Sundstrand and the ease with which it is adapted to all kinds of work. For full information, illustrated and descriptive folders, list of prominent users, prices, etc., address

THE SUNDSTRAND ADDING MACHINE CO.

ROCKFORD, ILLINOIS

AUTOMATIC FILING EQUIPMENT

Files with drop front feature and automatically tilting follower are designed to make filing easier, finding instantly and time shorter. Thousands of users all over the United States within the past 14 years have had direct shipments from us with the positive guarantee that they will prove superior in operation to all other makes and equal to the best in material, workmanship and finish. 30 days' free trial at our risk of all expense that goes with every shipment, would be risky business if Automatic Files did not prove up.

OUR NEW WOOD-STEEL LINE

both Automatic and Afico, is now ready for the market. New sections to intermember with the old but with steel interiors. Four Drawer Wood Steel Cabinets from $14.50 up at retail with a fair margin for the office supply dealer if he wants the business.

We make a complete line of everything in Filing Cabinets, Flat Top Filing Desks, Desk Files and other Filing Specialties.

Write for catalog and prices

THE AUTOMATIC FILE & INDEX CO.

143-159 Pearl Street **Green Bay, Wis.**

Dietz Desks

give satisfaction

A complete line of office desks and tables.

Write for new catalog

The J. F. Dietz Co.

Cincinnati, Ohio, U. S. A.

just as readily as he now refers to a date within a current month.

The copyright on the arrangement of dates has just been granted to the inventor, J. F. Parker. Mr. Parker would like to get in touch with manufacturers of specialty calendars and also with advertising agencies which handle large accounts, for whom this form of advertising would be practicable. Inquiries may be addressed to J. F. Parker, P. O. Box 719, Dallas, Texas.

New Device for Carrying Keys.

The Elmer Evans Company, manufacturers of men's fine leather goods, is selling large numbers of its new Evans' Key Purse, which is illustrated in this column. This key purse is made of genuine leather throughout. The metal ring for holding the keys and the snap fastener, which firmly closes the purse and keeps the keys in compact form, are of the best metal. The Evans' Key Purse protects the pocket from wear and the keys from rusting. The purse, though small and neat, is constructed so that it will hold as many keys as one will ordinarily wish to carry, yet cause them to lie flat so that they will not seem bulky in one's pocket.

Evans Key Purse.

Evans' Key Purse is made in various grades of leather and can also be furnished with a metal name plate upon which the name and address of the owner may be engraved.

Further information as to this and other useful Evans devices may be obtained from the Elmer Evans Company, Oshkosh, Wis.

A New Compound.

"Polita Polish" is the name of a new erasing compound which is being manufactured and distributed by the Eberhard Faber company. In appearance this compound is the same as any ordinary pencil eraser, but mixed with the rubber is a material which gives the finished product a quality that enables it by rubbing to take off rust which accumulates on knives or any other such article, and on many other household utensils.

There should be a large demand for such a compound, not only as an eraser but for use as a rust and tarnish remover.

Comparative Earnings Chart.

The Spurgin Manufacturing Company, Inc., 304 West Sixty-ninth street, Chicago, has just placed on the market what is known as Spurgin's Ten-year Earnings Record. It is a form which enables business men to record in concise, convenient form, comparative earnings over a period of ten years. The form is simple and daily entries require but a few minutes' time.

The Highest Measure of Service

No. 2086
Code—Glide

Quartered Oak

Mahogany

No. 2086½
Code—Glory

THE highest measure of service is given by the office equipment dealer who sells furniture which he expects he will never need to replace. It would appear at first thought that he has cut himself off from repeat order business, but upon close analysis his action proves to be the most profitable course. The user's satisfaction is bound to express itself in orders for additional equipment, just as his dissatisfaction would express itself in placing the re-orders with some other concern.

The Masters Line of Office Chairs

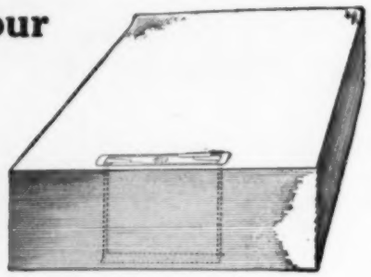
represents the most advanced ideas in high grade office chair construction. Its members are built to give life-long service, its designs are made and its construction superintended by Masters in the art of chair building.

Every chair is equipped with the Taylor rotary chair iron—absolutely the farthest advance of the kind. It has a smooth, easy, silent operation, it responds quickly to every motion of the body, and because of the threadless, revolving spindle, it eliminates the wabble, so common to old-fashioned swivel chairs. It insures to the user the greatest degree of comfort and satisfaction.

Dealers who hold service to the customer first, should send at once for our catalog and proposition. We co-operate.

The Taylor Chair Company
Bedford Ohio

Bind Your Loose Papers in Book Form



A perfect binding at little expense.
Prong Shield Washer holds prongs flat.

THE ACCO FASTENER

will bind any amount or kind of paper — the **Perfect Filing Device.** Takes up no room in the files.

Send for free sample.

MADE BY

American Clip Company

Long Island City, N. Y.

HAMPDEN

THUMB TACKS

STRIPED CELLULOID COVERED
Four Colors—Two Sizes

PLAIN CELLULOID COVERED
Four Colors—Two Sizes

NICKEL PLATED ONE PIECE CUT-OUT
Four Sizes

AMERICAN MADE

PRICE LIST "T" READY

Hampden Manufacturing Co., Inc.
106-108 Fulton St., NEW YORK, U. S. A.
Makers of "Angle-Hold" Picture Hooks

The card shows sales or operations for the day; the total for the month, also for the year, as increased day by day; data, as above, on one page for ten consecutive years for every day in any single month, on one page; accumulatively on one page for each month and year, for ten years; each week's total, on one page, for the first four weeks of any single month for ten years. It is also arranged to show on one page for ten years—the daily average for any month, quarter or year; the total comparative earnings by quarters (calendar or fiscal) and comparative percentages of increase or decrease by quarters and years, and a complete summary of total monthly, quarterly and yearly earnings.

Spurgin's Ten-year Earnings Records are useful for practically every line of business.

A Telephone Receiver Device.

The "Theraphone" is the name of a new device which is said to greatly increase the efficiency of the telephone. It is said that with the Theraphone attached to a receiver, as indicated in the accompanying illustration, outside sounds are eliminated and one's ability to hear a telephone conversation greatly improved, so that people who have difficulty in hearing an ordinary telephone con-

"Theraphone" Earpiece.

versation are enabled to get along very well with the Theraphone receiver ear-cap. Special prices are quoted to dealers.

The Theraphone is manufactured by the Evolution Phone Company, 48 Greenwich avenue, New York, N. Y.

A Regrettable Omission.

From the account of the Chicago business show in the October number of Office Appliances there was inadvertently omitted the description of the booth of W. L. McKay & Co., 107 North Market street, Chicago. This was one of the busiest and most attractive booths at the show. The company showed its line of machines for handling mail and a complete mailing equipment exhibit was demonstrated. Among the machines and devices shown were Multipost stamp affixers and the Multipost parcel post stamp machine; Saunders Sealograph, Reynolds and Multipost envelope sealers, both hand and power actuated, with hand and automatic feeds; O. K. letter openers in various sizes, and in both hand and power drives; Eclipse Pneumatic inkwells and ink tablets (Inklets).

A sign exhibited prominently at the corner of the booth on the main aisle advised the reader that 20,000 Multipost stamp affixers had been sold to date, nearly 4,000 of which have been sold in Chicago.

The company distributed in quantities an attractive mailing card on which were quoted Josh Billings' lines: "Konsider the postage stamp, my son, its usefulness konsists in its ability to stick to one thing until it gets there."

The booth was in charge of W. L. McKay, who was assisted by G. A. Georgeson and a corps of competent demonstrators.

The Art Metal magazine ad —

is seen by the reader.

The dealer's newspaper tie-up ad is seen:

The Way Art Metal Advertising Works for Art Metal Dealers—is the way it will work for YOU!

Two hundred and seventy-five Art Metal Dealers are selling more Art Metal Steel Office Furniture and Files this year than ever before.

And two hundred and seventy-five Art Metal Dealers are making more money this year than ever before.

Art Metal

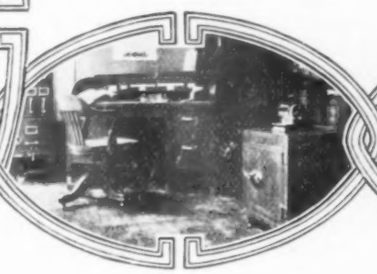
Steel Office Furniture and Files

plus Art Metal Advertising account for this. The result is that *over 75%* of all the Steel Office Equipment in use is *Art Metal.*

Eventually you will want to take on the Art Metal line. Why put it off? Exclusive Art Metal Agencies are to be had in certain territories, perhaps in yours, if you will act promptly.

Art Metal Construction Co., Inc., 211 Gifford Avenue, Jamestown, N. Y.

In passing the dealer's window the Art Metal display is noticed.



Mr. Possible Buyer walks in to inspect —

— and the sale is made.

This Pyramid of Boxes

is the Leader in its field. It is seen in the best Stationery and Office Supply Stores from Coast to Coast.

MEILINK

Steel Security Boxes

occupy the most prominent displays to after the holidays because they make practical gifts that appeal to the most discriminating.

Get in your order early to insure early delivery.

New Catalogue Ready showing our complete line of Steel Filing Cabinets, Light Weight Filing Safes.

Send for a copy today.

The Meilink Mfg. Co.

TOLEDO, OHIO

NEW YORK OFFICE: 368 Broadway

Address all mail to the factory.

This Line Pays right from the start

You don't have to go through a long period of advertising and cultivation before you begin to get returns—it begins as soon as you unpack and display your first shipment.

Englewood Desks sell easily because they are good quality. Just for example, the writing beds are five ply built up stock, of mahogany and quartered oak, the drawers are dovetailed both ends.

We sell to the dealer only and our prices are right. Write for our catalog and latest price list.

Englewood Desk Co.

58th and Lowe Ave. Chicago, Ill.

New National Loose Leaf Catalogue.

Baby blue forms the color scheme on the cover of the latest National loose leaf catalogue, "G," and within a russet and brown effect is used.

While dated October, 1916, this issue anticipates 1917. The old prices are eliminated and an entirely new list is used. It is hoped that these prices will hold for several years to come.

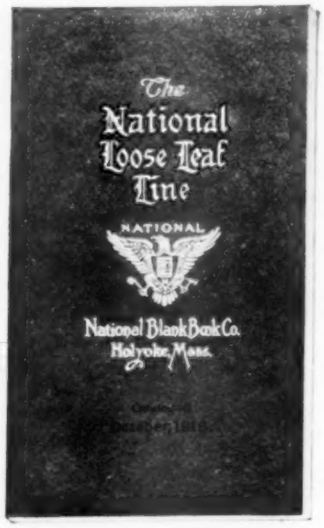
The numerical index in this catalogue is a great convenience, as it gives retail price, stock number and telegraph code for every item.

The comparatively new Queen ledger is described and listed in this catalogue.

The Security ledger is a new book under an old name, the mechanism having been improved and the binding changed to long grain black Texhide with fawn corduroy sides.

The Emerald ledger is listed for the first time in the regular catalogue.

The National Riverside Ledger has been improved by



the addition of a steel hinge, which prevents the cover from getting out of alignment after long use.

The Petite ledger is offered as a measure of economy for the buyer who must consider prices.

The Royal, Holyoke and Presto ledgers are presented without any change in construction.

On Page 19 of the loose leaf catalogue are illustrated two new forms of ruling. Form H, a "sundry ledger for transient accounts," and Form I, petty ledger ruled for three accounts to the page. Experts in loose leaf accounting say that a few pages like Form H and Form I should be inserted under each index letter in every loose leaf ledger. The result is a saving in space, in time and in ledger sheets. The journal or columnar sheets, illustrated on Page 21, have undergone a marked reduction in price. This is due to the fact that they are now ruled on Holyoke paper instead of Yorkshire grade.

The Baltic sectional post binder is featured as a high-grade loose leaf binder. In addition to the russia and corduroy binding it is equipped with aluminum end caps. These serve the double purpose of preventing desk scratches and of obviating the worn-out corners.

The Yorkshire sectional post binder is practically a duplicate of the Baltic, with its steel hinges and aluminum ends, but the price is very considerably reduced by the use of canvas for binding.

Among the new items is a 3/16" sectional post binder. The mechanism is operated by a simple and direct top

Record keeping is a debit in any business

All the more important, then, to employ methods that will cut that cost to the minimum.

The National Office Register is doing this very thing in thousands of business offices everywhere—in office, store and factory.

It keeps added and printed records of the sales or records of nine separate departments.

Separate bookkeeping entries or piece work operations may be classified and totaled.

Balances may be struck in a matter of seconds, where it takes hours to do the same work in the usual way.

The National Office Register soon pays for itself out of what it saves or because of what it does.

If you will lay your particular needs before us, we will suggest a way to meet them.

The National Cash Register Company
Dayton, Ohio

SPURGIN'S AUTOMATIC COPYING BATH (Patd.)

MOST SANITARY, EFFICIENT, CONVENIENT, DURABLE, ECONOMICAL.

Carries Own Water Supply for Several Days' Use

Wick Adjustable to Draw Required Moisture

No fibrous or earthy absorbents to collect impurities that fill up the cloths —Cleansable in every part—All galvanized iron—cannot break or rust. Boiler plate cover guaranteed five years. Adapted to any kind of cloths. Four sizes. Send for full description and prices.

RUBBER - TIPPED COPYING CLOTHS (Patd.)

Nearly 50,000 Dozen Sold

Non-Fraying. Long-Wearing

Made of best white twill, especially finished for us without the use of lime. Ends tipped with permanent, flexible rubber. Adapted to any copying bath or wringer, 10 standard sizes. Trial dozen 9x12,—75c. 10x12—85c post paid. Quantities cheaper. Ask for sample.

SPURGIN MFG. CO., Inc., 304 West 69th St., CHICAGO

You'll Find It Pays

to be able to furnish your trade with a fire-proof receptacle which not only protects against fire, dust and theft, but is also convenient for storing things of value: Important papers, office and factory supplies, stationery, etc.

Terrell's Steel Cupboards

have a practical system of shelf supports at one-inch intervals permitting adjustment of the shelves to any distances between shelves without the use of bolts.

The large field offered for the sale of these cupboards in offices, institutions, etc., and the reasonable prices at which they are offered to the trade make the line a most profitable one for the dealer.

For details write

Terrell's Equipment Co.

Hilton Street GRAND RAPIDS, MICH.

lock. This mechanism affords an absolutely sure and positive locking device with scarcely any perceptible addition to the bulk of the binder. As a result it has a great sheet capacity.

Attention is also called to the National loose sheet holder, shown on page 47 of the catalogue.

Several of the Bigelow binder items are shown in this catalogue and attention is directed to the catalogue binders on page 50. As there is no fixed demand as to size for these goods, they are not carried in stock, but are made up according to specifications, and inquiries are solicited from stationers.

The catalogue contains a ring goods section, and emphasizes the National seven-ring books which are made with the new National opening device. The opening device operates with the assistance of large ball bearings, and the rings lock open and closed in a positive manner.

An offering for the feminine buyer is shown in the National loose leaf recipe book, which is illustrated on page 61 of the catalogue.

An innovation is the supplying of price book fillers in Saxon grade paper, designed primarily for the use of college men. This paper is an intermediate grade between the common school papers and the high grade price book papers. It is also entirely suitable for commercial use where great strength in the sheets is not essential.

The new catalogue also lists the National loose leaf check cover. This is not a stock proposition, but is made up in quantities for stationers.

The old multi-ring line reappears with the flexible black pig grain Texhide.

In the National school line covers, books having rings with 1" capacity have been added. The regular National ring-center line is given, and also a list of additional ring-centers. This supplementary list covers the odd sizes which are in somewhat general use throughout the middle west.

Dealers who carry National goods should write for catalogue "G" if they have not already received copies from the factory.

Maync Heads New Concern.

William Maync, formerly senior member of the firm Faber, Ruhl & Company, New York, Chicago and Boston, has sold his interest to that company and has formed the Hutchison Office Specialty Company. Mr. Maync is president; Miller Reese Hutchison, associate of Thos. A. Edison and chief engineer of the Edison company, is vice-president; and John Hobbs, owner of the Pallette Art Company, New York, is secretary and treasurer.

The Hutchison Spool-O-Wire Fastener is very well received, according to Mr. Maync. Stationers everywhere are sending in their orders. The United States government has listed the fastener for all public departments.

Mr. Maync is well known in the stationery trade. It was he who introduced the Hardtmuth pencils some twenty years ago. He was with Favor, Ruhl & Company twenty-one years and was a member of the firm fifteen years.

Center Moves Up.

George W. Center, whose name is very familiar in adding machine circles, and who has been for a number of years a star salesman of the Dalton staff in Texas, has recently been appointed assistant sales manager of the Chicago office, which is in charge of W. I. Currie. Mr. Center is a man of ability and thoroughness. He has proved himself a live wire and has every assurance of making a success of his new position.

KALAMAZOO SERVICE SURPASSED ALL RECORDS

in the bringing together of Accountants, Efficiency Experts and Auditors of the largest concerns in the country with the bookkeeping machine manufacturers and the entire Kalamazoo Sales Organization at the Kalamazoo Loose Leaf Convention held at Kalamazoo, Sept. the 4th to the 8th inclusive.

IN THE ADVANCEMENT AND PRACTICAL PERFECTION OF ACCOUNTING PRACTICE

Kalamazoo service has given to the Accounting World a potential power the value of which, to the user of Kalamazoo devices and systems as well as machine accounting as a whole, can never be adequately measured.

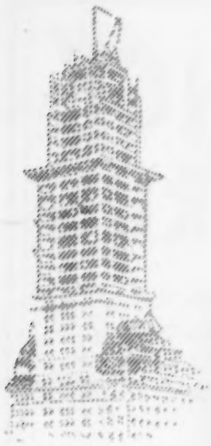
Style "C" System was unanimously conceded by the Machine Manufacturers at this convention as the practical System for use with all types of bookkeeping machines. This system differs from all others—first, in principle—being constructed along original lines. Secondly, the system represents the result of years of study and experiment by experts experienced in Loose Leaf development. A service goes with each installation of our Style "C" System which cannot be surpassed and insures satisfaction as well as a successful installation.

Kalamazoo Unit Posting System. The announcement and introduction of this marvelous system was made at this Convention, and it was unanimously agreed that the Kalamazoo Unit Posting System supplied the missing link in machine accounting and is a large factor towards making each installation of machine accounting a thorough success.

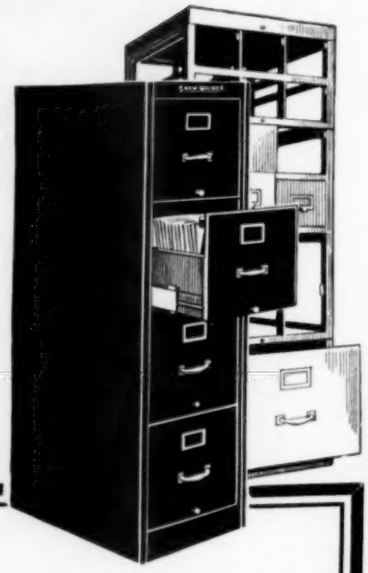
Absolutely no business requirement that we cannot meet. We manufacture the most complete line of systems and Loose Leaf Devices on the market—a Device for every possible accounting purpose and we make a specialty of constructing devices for the particular requirements of our customers. We have, or can make, a device to fit the needs of your business.

KALAMAZOO

ACCOUNTING SYSTEMS



"Built Like a Skyscraper"
SHAW-WALKER



Skyscraper construction in the famous Woolworth Building, New York, and a Shaw-Walker filing cabinet.

SHAW-WALKER
STEEL LETTER FILES

THERE are many steel letter files with names. The Shaw-Walker is the only steel letter file with a *personality.*

Dealers: it's this personality that *sells* Shaw-Walkers, and sells them big. Say "Built Like a Skyscraper" to your prospects, and there is a quick response. Because your prospect knows the skyscraper story,—knows the unique strength of Shaw-Walkers; knows the tests which prove the frame can't sag and the drawers can't bind or balk.

And nine times out of ten he says, "I know that file. I'm interested. Go ahead."

You need goods like that and customers like that in your store. Shaw-Walkers bring the customers who buy, and are satisfied and come back to say so.

If you want to know what a *personality* line can do for your business, get in touch with us today.

THE SHAW-WALKER CO.

Everything in Filing Equipment — Complete Lines in Steel, Wood and Supplies.

NEW YORK — CHICAGO — WASHINGTON — DETROIT — ST. LOUIS — LONDON

Factory and Home Office:
1211-23 Western Ave., Muskegon, Michigan

Vacation Message on Machine Bookkeeping.

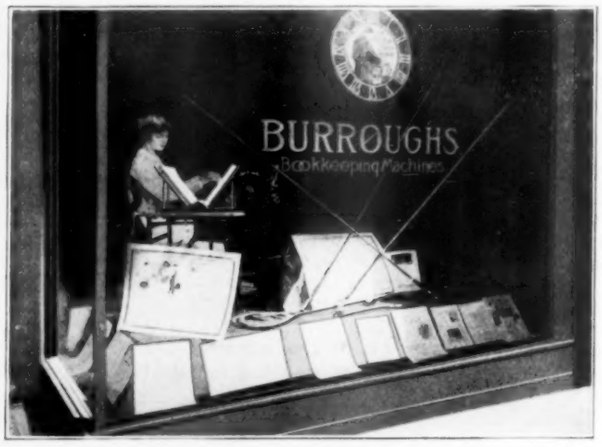
Window trimming, no less than other forms of advertising, frequently draws upon the changing seasons and current happenings for its appeal to the passerby.

The vacation idea lends itself readily to a display of sporting goods, but few would think of showing fishing tackle, suit cases and tennis rackets in a display designed to sell machine bookkeeping outfits.

Yet this was just what was successfully done in the window display illustrated here, in which a Burroughs posting machine is shown in use with the De Luxe Tray Binder, manufactured by the Wilson-Jones Loose Leaf Company.

This summer, when everyone in St. Joseph, Mo., was thinking of vacations and outdoor sports, this window display cleverly turned the public's attention to the fact that machine bookkeeping equipment eliminates the after-hours drudgery of the accounting room and gives time for the enjoyment of out-of-door life.

The window trimmer recognized the boy that is in every man, and made his appeal to men's desire for more time to play.



A clever window display combining Burroughs posting machine and De Luxe stands and posting ledger.

The display, casting its line out into the stream of everyday life, became a fisher of men, drew them toward it, and then, with an adroit twist, landed them—on machine bookkeeping.

Murphy Joins Hoyt's Services.

Charles W. Hoyt, president of Hoyt's Service (advertising and sales management), New York, N. Y., announces the appointment of Gail Murphy as manager of the Cleveland office of the organization, with headquarters in the Leader-News building.

For the past year Mr. Murphy has been advertising manager of the Chalmers Motor Company, of Detroit, where he had the administration of an advertising appropriation of over $1,000,000. Before that he was advertising manager of the Art Metal Construction Company, of Jamestown, N. Y., having gone there from the Burroughs Adding Machine Company.

"Gail Murphy is peculiarly fitted to serve our clients in Ohio, Michigan and Indiana, because of his varied experience in sales and advertising," says Charles W. Hoyt. "His training in merchandising with such concerns as the Chalmers Motor Company, Burroughs Adding Machine Company and National Cash Register Company, has given him the broad perspective and practical knowledge that we require in our managers of accounts."

Mr. Murphy will take up his duties in Cleveland at once.

Do a "hand stand" on a loaded Shaw-Walker drawer. Your weight can't harm it.

SHAW-WALKER
STEEL LETTER FILES

THE thing to remember about the Shaw-Walker Steel Letter File is that the public *knows* how good it is.

Advertising and one of the greatest selling slogans in the history of business have done the trick.

Just say, "I've got the Steel File that's 'Built Like a Skyscraper,'" and you get your prospect's interested attention every time. Then you go ahead and talk about electric welding, about smooth-sliding drawers, big filing capacity and "limousine" enamel finish. He'll listen—and buy.

Stop selling the stuff that nobody has heard of, nobody believes in, nobody wants. Get the Shaw-Walker Steel File and you'll get business, *growing* business.

Want the details? Sure! Write us today.

THE SHAW-WALKER CO.

Everything in Filing Equipment—Complete Lines in Steel, Wood and Supplies.

NEW YORK—CHICAGO—WASHINGTON—DETROIT—ST. LOUIS—LONDON

Factory and Home Office:
1211-23 Western Avenue, Muskegon, Michigan

ALL ABOUT MYSELF

TWO years ago I did a very wonderful thing. I discovered something which was already well known. But those who knew did not know they knew. I discovered that a business man is a human being and not a calculating machine; that he can write and read and think along natural lines. I gave my discovery to the world in the form of a little magazine called "IMPRESSIONS." Its reception was wonderful; its success has been remarkable. The biggest and best business men quickly enrolled on my subscription list so that they may regularly read a style of writing and note a point of view of which they are themselves possessed, with which they are therefore most sympathetic. "IMPRESSIONS" isn't clever a bit. It is just natural, and all natural things are interesting.

"IMPRESSIONS" is a little business magazine of 80 pages which fits the pocket. You cannot get it on the bookstalls because the price is too high and the size too small for general public display. It is intended only for live men and women in business who form the progressive portion of the population. Subscription price is one dollar a year, 12 issues, and you get a free copy of my 200 page book, which I am told is in itself worth more than this figure. Send a dollar bill and your address to

G. E. WHITEHOUSE
76 Hanover Street
EDINBURGH
SCOTLAND

NEW RUBBER STAMP INK PAD

WITHOUT AN OBJECTIONABLE FEATURE
NEW QUICK-DRYING INK—ODORLESS

Noiseless — Moulded Rubber Base.
New Quick-Drying Ink — Odorless.
(Absolutely New Formula)
Impressions dry quickly. Pad remains fresh—self-inking. Not injurious to rubber stamps. No offensive odor.

Made for the highest class trade

MANUFACTURED BY
THE SUPERIOR TYPE COMPANY
32-40 S. Clinton St. CHICAGO

TO DEALERS IN

Typewriter Ribbons Carbon Papers

The following grounds are those upon which we base our claim for the superior quality of Crown typewriter ribbons and carbon papers:

¶ Our manufacturing facilities are ample and put us in position to furnish carbonized papers and inked ribbons of every description and for every purpose.

¶ Our equipment embraces modern chemical appliances and the most improved types of carbon and ribbon machinery.

¶ We use the greatest possible care in the selection of the raw materials that enter into the manufacture of all our products.

¶ Our workmen have become expert, each in his particular department, through years of service with us.

Crown Ribbon & Carbon Mfg. Co.

Factory and Home Office: Rochester, N.Y., U. S. A.

BRANCH OFFICES:
81 Nassau St., New York City 542 S. Dearborn St., Chicago, Ill.
Century Bldg., St. Louis, Mo. 327-28 Williamson Bldg., Cleveland, O.

TO FOREIGN INQUIRERS:—Please address Export Department, c/o our Rochester Office. Catalogue in English, French or Spanish, export discount sheet, together with samples and full information, will be sent upon request.

BELLMAN RE-ELECTED

Sketch of Career of Chas. N. Bellman, Twice President of National Association of Stationers and Manufacturers.

FOR the first time in the history of the National Association of Stationers and Manufacturers a president has been re-elected. This unique distinction has come to Charles N. Bellman, whose work during the last year has been of such a character as to merit unstinted praise from all members of the association. He was again chosen for the chief office because of the excellence of his work and because the association deemed it wise that he should continue for another year and complete the plans and policies inaugurated during his first term.

Mr. Bellman was born at Toledo, O., where he grew up and attended school. After finishing high school he served a short apprenticeship in the grain trade in that city, where he acted as a messenger boy for grain concerns.

A little later he allied himself with the printing business. It is said that Mr. Bellman is a born printer, and he has assuredly succeeded in that line. As a young man he established a shop in his home and soon achieved a reputation for good creative work. Presently the firm of Bellman Brothers was formed and quarters were taken down town, where the business grew and departments of engraving, office stationery and supplies were added as the business warranted.

In 1895 the Franklin Printing & Engraving Company was formed, with Charles N. Bellman as president and general manager, which position he still holds. The plant was then moved to larger quarters, and the business, under Mr. Bellman's guidance, grew to such proportions that it has been necessary to make substantial additions to the plant from time to time.

On two occasions the company has suffered severe losses by fire, but its reputation and stability are such that these events have hardly retarded its progress. Its plant in Toledo is one of the finest examples of a well-equipped, conveniently appointed and modern commercial stationery and office equipment house.

Mr. Bellman has always taken an active interest in the civic and commercial affairs of Toledo and has held prominent official positions in the Retail Merchants' Board of that city. In October, 1915, he was elected president of the National Association of Stationers and Manufacturers at the San Francisco convention, and was re-elected this year at the Atlanta convention of that organization.

Mr. and Mrs. Bellman live in a handsome home at 2230 Fulton street, Toledo. Their only daughter is the wife of L. J. Sears, who is connected with the Franklin Printing & Engraving Company.

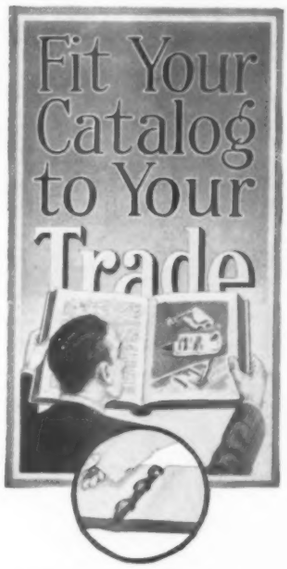
Office Appliances congratulates the association upon its decision to re-elect Mr. Bellman, thus assuring itself of the completion of his progressive policies under his own capable guidance.

A Successful and Economical
Application of the Loose Leaf Idea to Catalogs

YOUR catalog is, essentially, an everchanging record of the goods you make or sell. It may change materially in a few weeks' or months' time, but does not change completely in a decade. Every minor change, however, makes the rest of the book obsolete. Such a condition increases the cost of keeping your trade informed, tremendously.

Then too there is the possibility that all your trade cannot be interested in everything you make or sell, but they must have an expensive record of it all because that is the way it has always been done. It is terribly wasteful and waste is pure, unadulterated expense.

However, one of the most serious drawbacks to an application of the loose leaf idea to catalogs has been that a binder at all practical or desirable has cost too much.



"Fit your catalog to your trade" is the name of the Club Booklet the cover of which you see illustrated here. This booklet tells you "why" in detail and illustrates the points. You want it surely, for it may be the beginning of great savings for you and greater convenience for your trade—the people whose interests it is good business for you to serve. And recollect, the unsettled condition of the paper market is rapidly making the regulation bound catalog terribly expensive—more so than ever before.

Permit us to send you "Fit your catalog to your trade" at once.

A Proudfit Loose Leaf Catalog is your regular catalog, with removable leaves at an initial cost you can well afford.

We can remove the covers from your catalog, cut off the fold, punch the leaves to take the bands and your old catalog is loose leaf, the expense trifling.

Unlimited expansion where required and the firmness of the binder never varies whether one or one hundred leaves are used.

Binding margin required less than 1 inch.

Absolutely flat opening.

Proudfit Loose Leaf Catalogs are never wedge shaped at the back. They are always only as thick as the cover plus leaves.

Pages can be removed or replaced instantly.

The leaves in a Proudfit Loose Leaf Catalog are held by compression, not by the punchings in the leaves.

No "stuffing" of catalogs with "revised price lists" or descriptions of new numbers.

A Proudfit Loose Leaf Catalog is always up-to-date.

It has a bound-book appearance and safety, and loose leaf utility.

This binder is as well suited in all requirements (including even price), to the catalog needs of a manufacturer showing only a small line as it is to those of a big jobbing house.

Your catalog will be reduced 15% in weight in binding margin alone.

The Proudfit Loose Leaf Co.

Division Ave., South
Grand Rapids,
Michigan

Your Manufacturing Problems Simplified

¶ We will take your article, develop and improve it, design and make the tools and special machinery for its manufacture. We will produce it for you *in our factory*, or design and make a complete equipment of jigs, fixtures, dies, etc., for its production *in your own factory*.

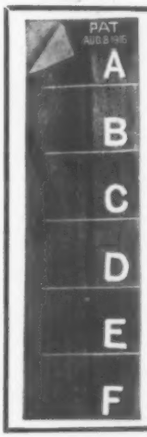
¶ Our tool department is peopled by 300 expert designers and tool makers.

¶ Consult us regarding your proposition. Our advice will be valuable to you.

The Taft-Peirce Mfg. Company

Main Office and Works: **Woonsocket, Rhode Island**

NEW YORK, 165 Broadway DETROIT, 1311 Majestic Bldg.



INDEX TABS *in the* LOGICAL FORM

FOR LOOSE LEAF BINDERS, PRINTERS AND STATIONERS, BOX FILES, ETC.

If you have dug into a box of assorted index tabs, trying to make up a set, you will appreciate

AIGNER'S PATENT-CUT INDEX TABS

They come in strips forming complete sets—cut part way through so that they can be detached very easily. All tabs are cloth lined and machine gummed, and you can attach them "in a jiffy," in less time than any other make, a saving of from 25 to 30% in time.

Here is a proposition which has possibilities for you. Write us for samples and further information.

Agencies for Eastern Territories Wanted

G. J. AIGNER & CO.

552-554 W. Adams St., CHICAGO, ILL., Dept. A.

Aigner's Patent-Cut Index Tabs are covered by a broad patent issued August 8, 1916. It will be well for you to make sure you get **AIGNER'S** and not an imitation.

Get into the Band Wagon

Dealers throughout the country are making attractive returns from

U-NEED-ME CHAIR PADS
(REGISTERED)

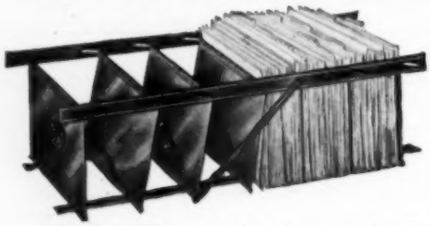
These pads offer excellent opportunities to every stationery and office furniture store. They are attractive and durable. It takes just a moment to show a prospect that the chair pad will pay for itself in a few weeks.

We have a full assortment of styles and four colors, green, brown, maroon and black. A thick felt is used in all of them. Prices range from 40c to $1.25.

If this line is not paying you profits at this time get in touch with us and we will show you something of unusual business interest.

George E. Fox Company (not inc.)
64 W. Kinzie Street Chicago

Secure 100% Filing Efficiency by Installing the Vertical File Rack



in your Cabinet Drawers in place of the FOLLOWER BLOCK. It insures ACCURACY. Prevents crumpled, torn and misplaced papers. Files MORE Letters in the SAME SPACE always VERTICAL—utilizes entire drawer capacity. Flexible Division Plates and Springs automatically adapt the space to the letters filed. Prevents the usual confusion of Folders and Papers.

YOUR FILING CLERKS WANT IT It Saves Their Time in Filing and Finding. Your Time and Patience when you want important papers quickly. Made of metal. Will outlast your cabinet. Cost is trivial compared with increased efficiency. Can be installed in five minutes, no cutting or changing of drawer. Try one in your Desk Drawer, send *inside* dimensions—your money back if not entirely satisfied. Invaluable to Purchasing Agents, Heads of Departments, Real Estate and Insurance Agents. Re-orders daily from leading houses prove its merit. Special Representative wanted in every city.

VERTICAL FILE RACK CO.
A23 Union Square NEW YORK

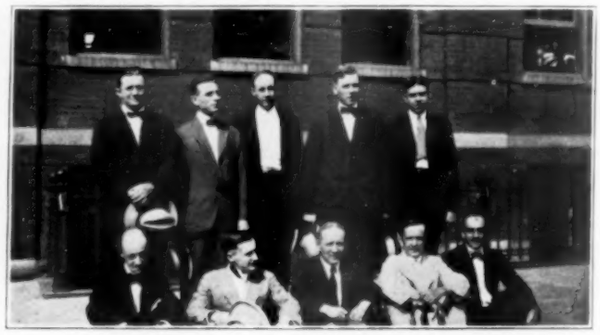
For further particulars your Name and Address on the margin of this page will do

Hammond Company's Intensified Sales Work.

Anything that does not advance may be presumed to retard. As an instance of sound advancement in methods, we are here showing a picture of the Hammond Typewriter Company's sales conference committee.

Special sales committees are not new, but there is something out of the usual in the plan developed by the Hammond Typewriter Company. In most instances sales committees are composed of executives at a home office, which is all very good so far as executive supervision is concerned, but the Hammond idea is that quite as much can be accomplished by energizing the method of closing orders as by formulating executive plans for "steaming up" general field action. The Hammond plan is to organize a committee composed of its most active and energetic field managers, the men on the firing line; and with them discuss ways and means for meeting conditions existing in the "field." In this committee there is no theorizing. It does not discuss questions that pertain to the functions of the home office executives, but it does talk over those things that will advance the business of each of the local branches, and it courts suggestions to this point from every one. The object to be solved is increased business and decreased expense—also useless red tape.

"Keep trying" is the slogan. If one attempt fails, promptly shift to another. There is nothing so demoralizing as to try to bolster up a lost cause. Drop it—quick.



Hammond Sales Conference Committee.

In the picture, in the upper row from left to right, are: Neal D. Becker, president; General Manager A. P. Brooks; Manager L. W. Shultz, St. Louis; Manager E. H. Knebush, Pittsburgh; Manager W. Mills, Detroit. In the lower row, from left to right: Manager C. O. Gardner, New York; Manager J. A. Guest, Chicago; John F. Soby, advertising manager, New York; Manager F. W. Heeter, Boston; Manager H. E. Grant, Philadelphia.

Berger's Steel Locker Folder.

The Berger Manufacturing Company, Canton, Ohio, which manufactures Berger's steel office equipment, has for distribution to interested parties an attractive little bulletin, in size 3¾"x8¾". It illustrates the many different types and combinations offered in Berger's steel lockers and the reader can readily determine what particular style of arrangement is best adapted to his requirements.

Materials used and the structural details are briefly, but thoroughly explained in the folder, and the standard sizes and code words are also given.

A copy of this bulletin will be sent on application to The Berger Manufacturing Company, Canton, Ohio.

The Classic
Office Furniture.
The Oldest, Newest and
Best Lines.

Cutler

Cutler Desk Co.

Est. 1824 BUFFALO, N. Y.

Climax Numbering Machine

Patent applied for.

Climax Line Dater

Patented. Other patents pending.

123456

Showing full size imprint

These are ALL METAL MACHINES with metal type and figures, self inking, dust and rust proof.

The Numbering Machine operates consecutively, duplicates and repeats from 1 to 999,999.

Exceptional in appearance, durable, compact, neat clear-cut impressions and nickel plated, with rosewood handles.

We also manufacture the

Climax Name Plate Dater

—constructed along the same lines as the machines shown.

These machines do identically the same work and in just as satisfactory a manner as the highest priced. Their simplicity and absolute accuracy is most positive. Our guarantee is given with every machine.

Send today for catalog of our full line of Metal Stationery Supplies. You will be interested.

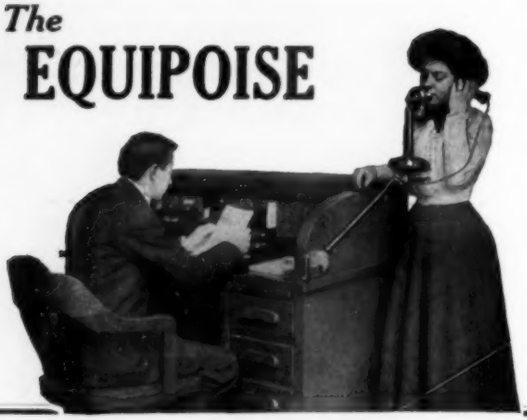
The Traut & Hine Manufacturing Co.
New Britain Connecticut

Sales Office, 1 Union Square, New York

JAN 15 '15

Actual size of machine and imprint

The
EQUIPOISE



MOST MODERN AND POPULAR
TELEPHONE ARM
OVER **200,000** IN DAILY USE
THE EQUIPOISE IS A GOOD SELLER

1. Swings over papers and inkstands
2. Supports the wires
3. Holds the 'phone securely
4. May be used sitting or standing

Approved by Telephone Companies
SEND FOR CIRCULAR 19150

THE HOLTZER-CABOT ELECTRIC CO
BOSTON, MASS.
CHICAGO 6161-65 SO. STATE ST. NEW YORK 101 PARK AVENUE BALTIMORE 1104 UNION TRUST BLDG.

An Attachment that Simplifies Telephoning

The **RECEIVER-ON** phone attachment is a new office specialty which slides under the hook of a desk telephone and "holds the wire," permitting the user to hang the receiver in its proper place. With the

RECEIVER-ON PAT.

in use, the phone can be lifted with one hand: the **RECEIVER-ON** eliminates the annoyance of smashed or dangling receivers, broken connections, scarred desk tops, broken show cases, upset ink stands, etc. It will prove invaluable for the office, store or home.

INTRODUCTORY OFFER

In order to introduce the **RECEIVER-ON** to phone subscribers we will, for a limited time only, mail one to any address in the U. S. A. at the special price of 50c, postpaid.

STATIONERS

Your men can sell this specialty while they are fixing it to the telephone. We give you the exclusive sale in your territory. Write for full particulars.

Automatic Phone Attachment Co.
Incorporated
SUFFOLK, VIRGINIA

Office Appliance Manufacturers Meet.

The second meeting of the National Association of Office Appliance Manufacturers, organized on September 20, at the time of the Chicago business show, was held in New York on October 17, during the New York business show. The meeting convened at the Waldorf-Astoria hotel at 9:30 a. m. and the adoption of the by-laws and final organization were completed.

The following 22 companies are charter members of the association: Addressograph Company, Chicago, W. K. Page, sales and advertising manager; American Multigraph Sales Company, Cleveland, L. W. Jared, general sales manager; Baker-Vawter Company, Benton Harbor, Wm. A. Vawter, II, secretary and treasurer; Brandt Cashier Company, Chicago, M. H. Mandelbaum, manager; Burroughs Adding Machine Company, Detroit, F. H. Dodge, general sales manager; Dalton Adding Machine Company, Cincinnati, J. L. Dalton, president; The Dictaphone, New York, N. F. Milnor, general sales manager; Elliott-Fisher Company, Harrisburg, Pa., C. H. Hunter, assistant general manager; Felt & Tarrant Manufacturing Company, Chicago, J. C. Nevins, sales manager; International Time Recording Company, Endicott, N. Y., W. J. Evans, assistant general manager; Kalamazoo Loose Leaf Binder Company, Kalamazoo, G. P. Wiggin-

William A. Vawter II.

ton, general manager; Library Bureau, New York, N. B. H. Parker, general sales manager; National Cash Register Company, Dayton, C. E. Steffey, assistant general sales manager; Oliver Typewriter Company, Chicago, H. K. Gilbert, assistant to president; Remington Typewriter Company, New York, F. E. VanBuskirk, vice-president; Royal Typewriter Company, New York, W. P. Watts, sales manager; Safe-Cabinet Company, Marietta, Dean Babbitt, sales manager; L. C. Smith Bros. Typewriter Company, Syracuse, M. H. Eylor, general sales manager; Stromberg Electric Company, Chicago, E. D. Payne, vice-president; Tabulating Machine Company, New York, G. W. Spahr, sales manager; Todd Protectograph Company, Rochester, W. L. Todd, general sales manager; Yawman & Erbe Manufacturing Company, Rochester, Chas. Slemin, sales manager.

The officers of the association are: President, Francis E. VanBuskirk, vice-president of the Remington Typewriter Company; vice-president, Frank H. Dodge, general sales manager of the Burroughs Adding Machine Company; secretary and treasurer, William A. Vawter, II, secretary-treasurer of the Baker-Vawter Company. The portraits of the officers, with the exception of Mr. Vawter, were shown in the October number of Office Appliances. Mr. Vawter's portrait appears in this issue.

Last Call

You will have to hurry in order to be represented at the

NATIONAL BUSINESS SHOW

Coliseum, St. Louis **December 4th-9th**

Only a few choice locations left—one exhibitor taking six spaces said, "We cannot afford to miss being represented at the St. Louis Show."

How about you?

Commercial organizations of this section, with a membership of over 25,000, will have special nights at the Show—there is no other way you can possibly reach these men to such advantage—think of it—they come as YOUR GUESTS—to give YOU THEIR time and attention—YOU cannot AFFORD to MISS seeing and demonstrating YOUR device to THEM.

Free tickets of admission issued on request to all firms sending stamped addressed envelope for reply.

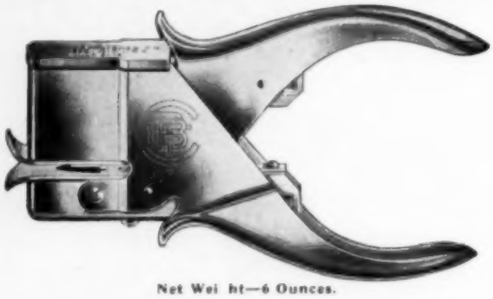
The price of space includes all necessary decorations, sign, floor covering, etc.,—for full information, write or wire NOW.

FRANK M. ROBINSON

Secretary and Manager

Coliseum **ST. LOUIS, MO.**

Neater—Quicker—More Efficient



Net Wei ht—6 Ounces.

By using the Bump Paper Fastener

you can permanently bind two to eight sheets of ordinary weight letterhead paper. This machine requires no staples, pins or clips, and, although the fastening is permanent, the paper can easily be separated without damage. It is the ideal equipment for the file clerk. The Bump fastener is simply, practically constructed and, as the working parts are well covered, they do not get out of order.

FOREIGN INQUIRIES

are solicited and will be given immediate attention. All orders from abroad are handled promptly and carefully.

STATIONERS: This specialty offers good profits. Write today for full details of our liberal dealers proposition.

BUMP PAPER FASTENER CO.

LA CROSSE WISCONSIN, U. S. A

CHICAGO

PENCIL SHARPENER

ONE DOLLAR

THE CHICAGO PENCIL SHARPENER

in a most attractive Christmas display box and **displayed** by you will appeal to every Christmas shopper looking for a useful gift for the office man, the student, the school teacher, the child at school and the housewife at home.

This business is worth having. Get it. **Order now. Prompt deliveries.**

Automatic Pencil Sharpener Co.

1310 Garland Bldg. Chicago

After the organization business was completed the program committee announced that different members of the association would be called on to talk on the objects of the association as set forth in the by-laws.

President VanBuskirk gave a rousing talk on the spirit of co-operation, taking as his text the first two objects of the association:

1. To form among the members a closer acquaintanceship and to encourage mutual confidence and helpfulness.
2. To foster a high standard of dealing between members and with the public.

Mr. Wigginton talked about the benefits to be gained from fair dealing and standardization of terms and selling policies. His remarks were predicated on the third and fourth objects of the association:

3. To discourage unfair methods of competition and to eradicate evils connected with the business.
4. To promote uniformity in business methods.

Mr. Page talked on the fifth object, "to encourage the highest type of salesmanship based on real service to the customer and to the house," devoting himself largely to concrete cases where his company has developed the service idea.

Mr. Vawter talked on object No. 6, "to study and as far as possible to standardize the problems of sales management." This was the real serious purpose that he had in mind when he took steps to organize the association.

Evan Johnson of Office Appliances attended part of the sessions and made some complimentary remarks about the office appliance industry and the association.

Many others expressed themselves as thoroughly in accord with the objects of the association and impressed with what its potentialities are.

In the afternoon the session convened in a room set aside for that purpose by Mr. Tupper in the 69th Regiment Armory, where the New York business show was held. It was then determined to hold the next meeting in Detroit late in November at a date to be set by the president. A very full discussion was entered into about the things the association could acomplish and a number of important matters having to do with selling and sales management were suggested to the program committee from which to make up the program for the Detroit meeting.

The association is anxious to have a complete membership of all those eligible under the rules. Those eligible for membership are home office sales executives of office appliance manufacturers selling direct to the user in at lease twenty-four of the states of the United States, whereby at least two-thirds of the domestic product is marketed. Communications should be addressed to Wm. A. Vawter, II, secretary-treasurer, Benton Harbor, Mich.

Congratulations and Good Wishes.

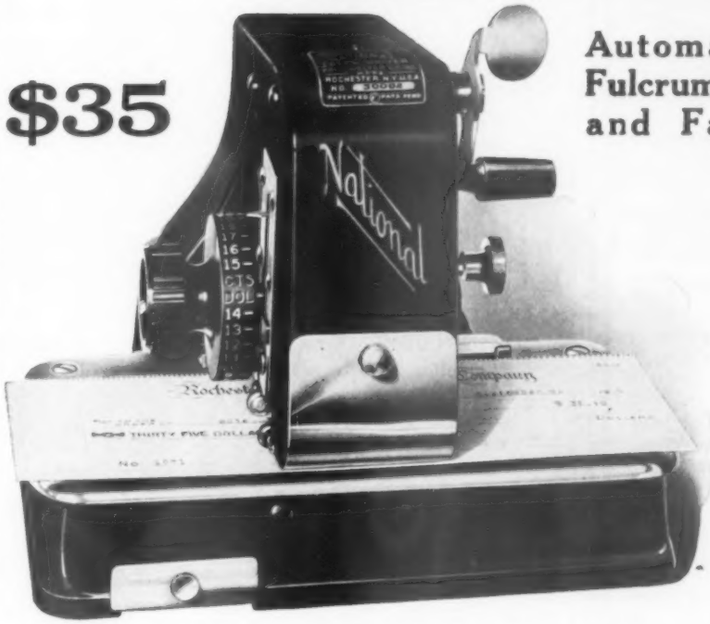
Office Appliances extends its heartiest good wishes to Mr. and Mrs. James W. Masterson. Their marriage occurred on Tuesday, September 12. Mrs. Masterson was Miss Marie R. A. Long. Mr. Masterson is an artist and commercial illustrator of ability and a few years ago he was a member of the staff of Office Appliances.

Stocking Joins Advertising Agency.

L. D. Stocking has resigned as advertising manager for the Safe-Cabinet Company, Marietta, Ohio, and is now connected with the Klau-Van Peterson-Dunlap Advertising Agency, Milwaukee, Wis. Mr. Stocking's knowledge of the fields of engraving, paper making, and advertising will be of great value to him in his new connection.

King of Writers

$35



Automatic Feed and Double Fulcrum Lever makes it Easier and Faster than any other

Weight and size one-half the average.

The Only Check Writer having adjustable spacing between characters.

Positive Spacing and Printing. Gives Absolute Protection to the check by Shredding and Sub-inking.

Protected by Welter Patents.

A one-inch stroke of the lever writes a word

A few valuable territories are still open to responsible salesmen of ability

SIXTY TWO DOLLARS TEN CENTS

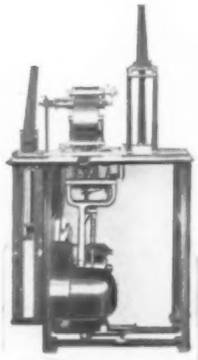
Sample of Work

Hall-Welter Co., Inc.
183-193 St. Paul St., Rochester, N. Y.

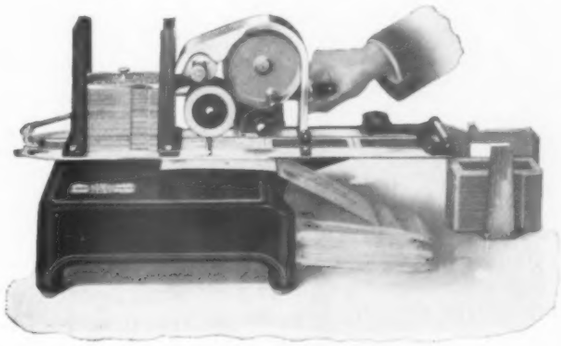
ELLIOTT ADDRESSING MACHINES

are faster, surer, cleaner, simpler and more economical.
The ***Elliott*** is the only addressing machine that "prints in sight."
Montgomery Ward & Co. and Sears-Roebuck, of Chicago, both use Elliott Addressing Systems.
They are the biggest mail order concerns in the world and they know addressing machine values.
Elliott Addressing Machines are bought by men who know.

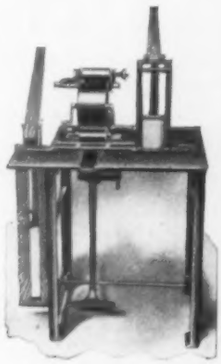
Tear off and mail this advertisement to us for full particulars



The Electric Addressing Machine
Prints 4000 addresses per hour
Price, $185.00



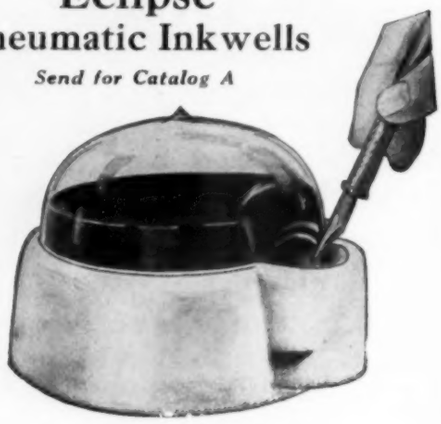
The Hand Addressing Machine
Prints 1500 addresses per hour
Price, $50.00



The Foot Addressing Machine
Prints 3000 addresses per hour
Price, $90.00

THE ELLIOTT ADDRESSING MACHINE CO., 145 Albany Street, Cambridge, Mass.

Eclipse
Pneumatic Inkwells
Send for Catalog A



INKLETS

is the new name for Eclipse Ink Tablets —the largest selling, most approved and practical ink tablet on the market

SEND FOR SAMPLE BOX MAKING FULL QUART
75c for Blue-black, Green or Violet (32 tablets)
$1.00 for Red - - - - (32 tablets)

The General Eclipse Co.
DANIELSON, CONN.

This is the New Label INKLETS This is the New Label

A POPULAR PATTERN
IN THE LINE OF SUPERIOR

Design
Workmanship
Durability

MYRTLE DESK COMPANY
HIGH POINT, - NORTH CAROLINA

Furniture Exchange at Cincinnati Will Banquet.

Large and animated was the crowd that attended the meeting of the Cincinnati Furniture Exchange, at Ahlbrand's Exposition Cafe, on Elm street. The meeting was presided over by President Henry A. Sprengard, who in a neat address placed the business before the body, remarking on the good attendance, and ascribing it to business and the beautiful weather. After opening the meeting the President remarked on the large attendance of directors, opining that the large attendance was most likely caused by the approach of the annual meeting, on which occasion the annual election of officers and the forty-first annual banquet would occur. The Secretary, Henry W. Backer, was then called upon for the reading of the minutes of the last meeting.

On the motion of Henry Hoffeld, duly seconded, the Cincinnati Furniture Exchange will hold their annual dinner in December and the proper committees were authorized to make the necessary arrangements.

The annual election for fifteen directors was then taken up and discussed.

The application to membership of the Edward W. Shannon Company of 204 Main street was read, and on motion were duly elected to membership.

The treasurer reported that the treasury is in a healthy condition.

"Gadco" Club Holds Meetings.

The "Gadco" Club, of Detroit, an organization composed of the sales force of George A. Drake & Co., held their first annual banquet Monday evening, October 16, at the Detroit Athletic Club, and had as their guests the officials of George A. Drake & Co. One of the unique features of the banquet was the entertainment which was furnished by the members of the "Gadco" Club. Each member and guest took part in some interesting manner. George A. Drake, president and general manager, formed the organization eleven years ago and was the first speaker. During the evening many illustrations were presented showing the wonderful growth of this business and the substantial position the company now holds in the stationery, printing and office equipment field in Detroit.

New Dallas Company.

The Vance K. Miller Company, Inc., has just opened an office furniture, stationery and office supplies business at 114 Poydras street, Dallas, Texas. The moving spirit of the company, Vance K. Miller, was formerly in the filing cabinet department of the Globe-Wernicke Company. Later he went to Dallas as city salesman for the Dorsey Company, and left this company to take charge of the office furniture department of the Exline-Reimers Company, where he remained until the Vance K. Miller Company was organized.

The new organization will carry the General Fireproofing Company's Allsteel line of filing cabinets, vault equipment, safes, desks; Browne-Morse wood cabinets and supplies, and the Milwaukee Chair Company's line of desks and chairs.

R. H. Baxter's Daughter Marries.

Office Appliances has received a notice of the marriage of Claire Louise Baxter to Fred Briggs Dalzell. The wedding took place on October 14, at Brooklyn, N. Y. Mrs. Dalzell is the daughter of Mr. and Mrs. Robert Hoe Baxter. "R. H." needs no introduction to the trade.

Mr. and Mrs. Dalzell will be at home after November 14 at 305 Eighth avenue, Brooklyn.

"O. K." PRODUCTS

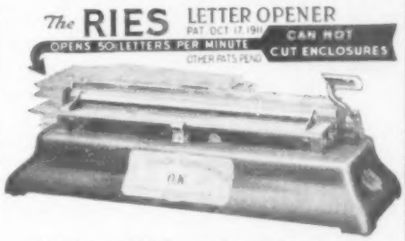
These products received the Gold Medal Award at the Panama-Pacific International Exposition, but whether at Expositions or in the Offices of business men they receive the Highest Endorsement.

THE WASHBURNE "O.K." PAPER FASTENER

On in a flash — "Bulldog grip"

The famous Washburne "O. K." Paper Fasteners are easily put on or taken off with the thumb and finger; can be used repeatedly and **"they always work."** Made of Brass and Nickel-plated Steel, put up in metal boxes of 100 fasteners each, 10 boxes to a carton.

Attractive, Compact, Strong, no slipping—never!



The Ries "O.K." Letter Opener has the advantage of few parts. The beauty of its design and finish is most pleasing. All Ries "O.K." Letter Openers embody the best materials, workmanship and finish and are made to give the best service at the least cost for maintenance.

THE SANITARY "O.K." ERASER

The Most Practical Eraser for Everybody

The Sanitary "O.K." Eraser includes an **Adjustable Metal Holder** which keeps **Rubber Clean, Firm and Keen-edged; works better and lasts longer.**

Two Rubbers, the length of the Holder, are made, one for ink, one for pencil. **By slight pressure clean Rubber is fed down until used;** its narrow edge allows a letter or line to be erased without injuring another.

Hair Breadth Cut From Each Envelope—Cannot Damage Contents

Its construction is such as not to permit the cutting edges to reach coins, paper clips, pins, etc; or to injure contents. Heavy Manila or linen lined envelopes may be as readily opened as those of lighter weight. Re-sharpening to maintain keen-cutting can be done for small cost at our factory. This however is seldom required.

Prices With Full Particulars, Illustrated and Descriptive Literature Covering These Lines Sent on Request. Liberal Trade Discounts

THE O. K. MANUFACTURING CO., Syracuse, N. Y., U. S. A.

SOLE MAKERS

ADCO E Full Adcofabrik Covers

Made also with
KEY LOCK

An innovation in binding—Sectional Post Binders, water, oil and ink proof, at less price than corduroy and leather.

A satisfactory end or center lock Sectional Post Binder, made in forty stock sizes, or special to fit any specification.

Get our special prices before ordering special binders in large lots.

Accounting Devices Company - Evanston, Ill.

Bucki

Carbons and Ribbons

Symbols of Quality

The sale of Buckeye Ribbons and Carbons continues to increase. Our list of dealers is growing steadily because the goods are carefully made and are the kind that bring repeat orders. You can sell Buckeye Ribbons and Carbons to advantage.

Samples and prices are ready for mailing.

The Buckeye Ribbon & Carbon Co.

Manufacturers

1265-67 W. Second St. Cleveland, Ohio

La France

Means to men who know complete satisfaction and repeat orders.

La France, No Smudge, and Gold Leaf Brand Carbon Papers—

La France Brand Typewriter Ribbons—

Write us today for samples.

The National Ribbon & Carbon Co.

MANUFACTURERS OF INKED RIBBONS & CARBON PAPER

411 FRANKFORT AVE.
CLEVELAND, O.

Elkhart Store in New Quarters.

Office Appliances clips the following article from "The Elkhart Truth," Elkhart, Ind., under date of Tuesday, October 17:

Because his present quarters at 529 South Main street are entirely too small to accommodate his steadily increasing business, F. S. Timmins, the well-known stationer, has leased the store room at 523 South Main street, three doors north of his present location, to which he will move within the next three weeks.

The new quarters will give Mr. Timmins three times as much floor space as at present and will permit him to carry a more extensive and varied stock of the specialties in which he deals.

Timmins' book store, as the place is popularly known, is an established headquarters for books and stationery, gifts, cigars, tobacco and smokers' supplies; office equipment and office furniture; confectionery, seasonable sporting goods, school supplies, typewriters and typewriter supplies, party and season novelties, news depot and magazine subscription agency, cameras and photo supplies.

Mr. Timmins began his business career in what he now jokingly refers to as Henry Gilman's coal bin, near 623 South Main street. In 1896 he went into his present quarters in the Bucklen theater building, and has had the satisfaction of seeing the former small enterprise grow into a business of its present well known large proportions.

In his new location Mr. Timmins will have the advantage of having his stock on the ground floor instead of being compelled to divide it into three sections occupying parts of three floors.

Pre-convention "Accident."

Walter B. Rix of the Barbee Wire & Iron Works Company, Chicago, was on his way to the station in a taxicab to catch the train which was to take the Chicago delegation to Atlanta. Mr. Rix had but little time in which to make connections and the driver was making good time, until he was stopped within about two minutes' ride of the station. Mr. Rix showed his control of the situation by explaining to the officer that he had but a very few minutes in which to catch his train and suggesting that the officer let the chauffeur first drive to the station and make the arrest after train connections had been made.

Traveling Salesmen Cheer Up.

The U. C. T. of Zanesville and of the state of Ohio are just now bombarding Fred Yeiger, Jr., with an avalanche of wires and congratulatory notes upon his having been taken from their ranks of traveling salesmen and intrusted with the responsible position of secretary of the Chamber of Commerce of Zanesville.

Address Wanted.

Office Appliances will appreciate information as to the address of W. W. Johnson. He was recently with the Business Equipment Sales Company, of Los Angeles, and not long ago, we are informed, he was located in San Francisco.

Multigraph Man Marries.

Thomas B. Wright, assistant to Tim Thrift, advertising manager of The American Multigraph Sales Company, Cleveland, Ohio, was married in Philadelphia October 17. Mr. and Mrs. Wright have taken an apartment in Cleveland.

The Opportunity

Rebuilt Guaranteed No. 4 Underwoods Always ready to ship———at your command. Lowest prices—best rebuilt

Wholesale Only

General Typewriter Exchange
Incorporated
70 Washington St. BROOKLYN, N. Y.

WARNING

COPYRIGHT NOTICE

All Corporation Record Books
Stock Certificate and Bond Blanks
Diplomas and all other Blank Forms
carried in stock,
Published and Manufactured
by the
Goes LITHOGRAPHING COMPANY
CHICAGO
are copyrighted under the laws of the United States Government and all infringements will be prosecuted to the full extent of the law.

Insure Perfect Service

PINS

BANK PINS
CUSHION PINS
PYRAMID PINS

Your pin orders will receive careful and prompt attention. Satisfaction will be guaranteed if you send them to

CRESCENT BRASS & PIN CO.
DETROIT, MICHIGAN

Office Appliances' Guest Book.

Since the October number of this magazine was issued, the following gentlemen from other cities have given us the pleasure of a call and have inscribed their names in our Guest Book: Glenn J. Barrett, of Grand Rapids, Mich.; George C. Chase, Mechanical Accountant Company, Providence, R. I.; Ralph C. Coxhead, Dalton Adding Machine Company, San Francisco, Cal.; Chr. Farup, Farup & Co. A/S, Christiania, Norway; George B. Groff, Boston, Mass.; C. H. Haslewood, London, England; W. A. Le Brun, The O. M. Edwards Company, Syracuse, N. Y.; J. B. MacDowell, Elbe File & Binder Company, New York, N. Y.; William Mayne, "Spool-O-Wire," New York, N. Y.; J. A. Payant, Shaw-Walker Company, Muskegon, Mich.; Paul S. Rumpel, Weis Mfg. Company, Monroe, Wis.; J. K. Rush, Rush-Eraser Company, Syracuse, N. Y.; W. F. Schweiger, Multipost Company, Rochester, N. Y.; I. O. Upham, Isaac Upham Company, San Francisco, Cal.; W. H. Wallace, Tower Manufacturing & Novelty Company, New York; L. E. Williamson, John Underwood & Co., New York, N. Y.; A. S. Zimmerman, Bird-Bill Pen Company, New York, N. Y.

George A. Mullin Company Reorganizes.

Office Appliances has received an announcement that Morris Sanford has purchased from George A. Mullin his entire common stock holdings in the George A. Mullin Company, of Grand Rapids, Mich. Amended articles of incorporation have been filed covering a reorganization, Morris Sanford becoming president, C. H. Walsh vice-president, and F. G. Kellogg secretary and treasurer.

Mr. Sanford and Mr. Walsh have both been connected for more than twenty years with the development of this business. Mr. Kellogg has been with the company for a year in the capacity of office and system manager. The new officers expect to maintain every good tradition of the long years of Mr. Mullin's business activity and to continue the high standards of business practice which he maintained. Already plans are well matured looking toward many betterments of service, and it is the ambition of the company to make its store more and more an institution of real use to the community.

A New Trade Paper.

Office Appliances has received a copy of the first number of "The Financial and Investment Chronicle," which is published at 204 Grand avenue, Milwaukee, Wis., and is "devoted to the interests of the small investor." Although the paper starts in a modest way, the first number is well gotten up typographically.

The editor and publisher of the paper is Frederick J. Prior, who advises us that he has been press representative for the Association of American Railway Accounting Officers, and that he is the author of a number of books, including "Construction and Maintenance of Railway Roadbed and Track," which treats of railway accounts, was published by Frederick J. Drake & Co., Chicago, in 1907, and is still enjoying a large sale.

Wiggins Line of Christmas Cards.

Office Appliances has received a beautiful catalogue and some samples of Christmas cards produced by the John B. Wiggins Company, 1104 South Wabash avenue, Chicago, Ill. The booklet is gotten up in such beautiful form that one would hardly recognize it as being a catalogue. It is a work of art which gives one a foretaste of the cards themselves.

BINDERS
That Sell Themselves

The Reliance Sectional Post Binder

Size 8½ x 11. Each $1.38. Lot of 6, each **$1.04**

Size 9¼ x 11⅞. Each $1.50. Lot of 6, each **1.18**

Heavy Canvas Bound Board. Reinforced red or black corners. Polished metal end-tips. New and strong locking device. A Binder for strength and good appearance. Sells on sight. Big profit to the dealer.

We handle every modern device in LOOSE LEAF GOODS
SEND FOR OUR CATALOGUE AND PRICE SHEET

The Falcon Screw Top Binder

Size 8½ x 11. Each 87c. Lot of 6, each **73c**

Size 9¼ x 11⅞. Each 96c. Lot of 6, each **80c**

Full Canvas Bound Board. Round shaped corners. Screw top. Full capacity. Well made—adap able for transfer use.

The Nelson Corporation Dept. 2598 Ravenswood, Chicago

Above are NET PRICES to dealers

18 41 **Here's a new safety self-inking pen** 19 16

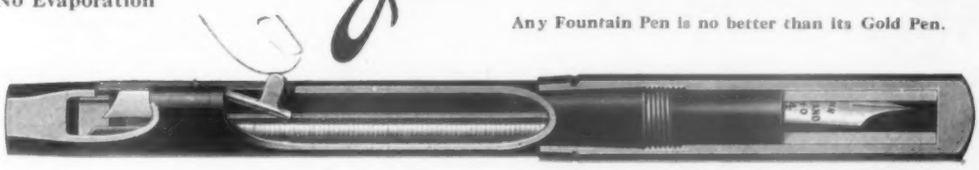
Commemorating the seventy-fifth year since origination by

THEY ARE
SAFETY
No Leak
No Smear
No Sweating
No Evaporation

John Holland
OF GOLD PENS

THEY ARE
SELF
Inking
Cleaning
Starting
Locking

Any Fountain Pen is no better than its Gold Pen.



Experience of seventy-five years focused in the production of these gold pens and the fountain holders.

Show Cases with equipment and other aids furnished free for the display of stocks of one dozen up. Prices of the No. 70 line at retail according to size and ink capacity, $2.50 to $7.00.

Greatest Cleanliness, Comfort, Convenience and Efficient Pen Service.

Made and Guaranteed by

The John Holland Gold Pen Company, Cincinnati, Ohio

The GENUINE
EDISON
Dictating Machine

Specify "MADE BY EDISON"

Press the button, dictate any time, any speed, any correction, while typing costs half.

Thomas A. Edison, Inc., Dept. 7224 Orange, N. J.

You can help us! Send for a file of our complete literature and advice on how you can assist the Edison Sales and Service Organization in your locality and elsewhere.

THE **Commercial** DUPLICATOR

Saves 2 to 50 Times Its Cost Annually

The Commercial Duplicator handles orders, billing and shipping in a fraction of the time required by the old method of hand copying or carbon copies.

It reproduces neat, legible copies, exact duplicates of any form desired. Original may be written in pencil, ink or on the typewriter.

By saving time and labor, by eliminating errors, by speeding up business the Commercial Duplicator will pay for itself on the job several times over in a year.

A boy or girl can op rate it. No stencils to cut; no type to set.

Write for catalog.

Duplicator Manufacturing Co.
689 Commercial Duplicator Bldg. CHICAGO

For the Attention of the Manufacturer

Charlestown, S. C.

The Rodgers Office Supply Company is the name of an organization which has just begun business in Charlestown. The company is at present buying stock. Manufacturers of office equipment may wish to get in touch with the Rodgers Office Supply Company.

Copenhagen, Denmark.

Office Appliances has received from J. C. Hammeken-Jensen a request that he be put in touch with American manufacturers of typewriters, ribbons, carbons, etc. Mr. Hammeken-Jensen is looking for agencies in office appliances of all sorts. He states that he has been selling typewriters in Denmark for sixteen years and for the last thirteen years has been manager for a prominent German typewriter manufacturer. When shipping conditions are again normal he will want to look into the proposition of importing American office furniture. Catalogues may be sent to J. C. Hammeken-Jensen, St. Jacobsgade 3, Copenhagen, Denmark.

Edmonton, Alberta, Canada.

The Alberta Office Supply Company wishes to get in touch with manufacturers of office appliances and supplies who are not represented in the province of Alberta. Catalogues and other literature may be addressed to the company at P. O. Box 51, Edmonton, Alberta, Canada.

Ithaca, N. Y.

J. E. Van Natta, 204 East State street, is entering the commercial stationery business under his own name. Mr. Van Natta has been connected with commercial stationery houses in Ithaca for eleven years and has recently decided to go into business for himself. He already has the agencies for several good lines, including Globe-Wernicke sectional lines, files and cabinet safes, Edison mimeographs, typewriters, Dalton adding machines and F. & E. check writers. Mr. Van Natta desires to take on several more good lines.

Kansas City, Mo.

The Typewriter Repair & Adjusting Company, which was formerly located at 15 West Ninth street, Kansas City, has been succeeded by the Typewriter Service Company, of which Clifford L. Strifler is the manager. Associated with Mr. Strifler is W. B. Jenney. The Typewriter Service Company sells and rents rebuilt typewriters, does typewriter repairing and Multigraph work, and also carries typewriter supplies.

Stavanger, Norway.

Brodrene Osmundsen, Stavanger, Norway, desire to hear from manufacturers of metal office furniture and all meritorious stationery specialties. They have an established office appliance business but desire to add to the lines they are now carrying.

The New No. 5 Woodstock Typewriter is now ready for delivery

THE WOODSTOCK TYPEWRITER is standard in weight, size and appearance, and has nearly twenty per cent less parts than any other standard machine. It is

Durable Simple
Efficient Artistic

The No. 5 has Automatic Ribbon Reverse and Paper Edge Guide. Also, Improvements on Paper Fingers, Margin Stop Indicators, and several Other New Features.

A big opportunity for dealers and agents. Write for particulars.

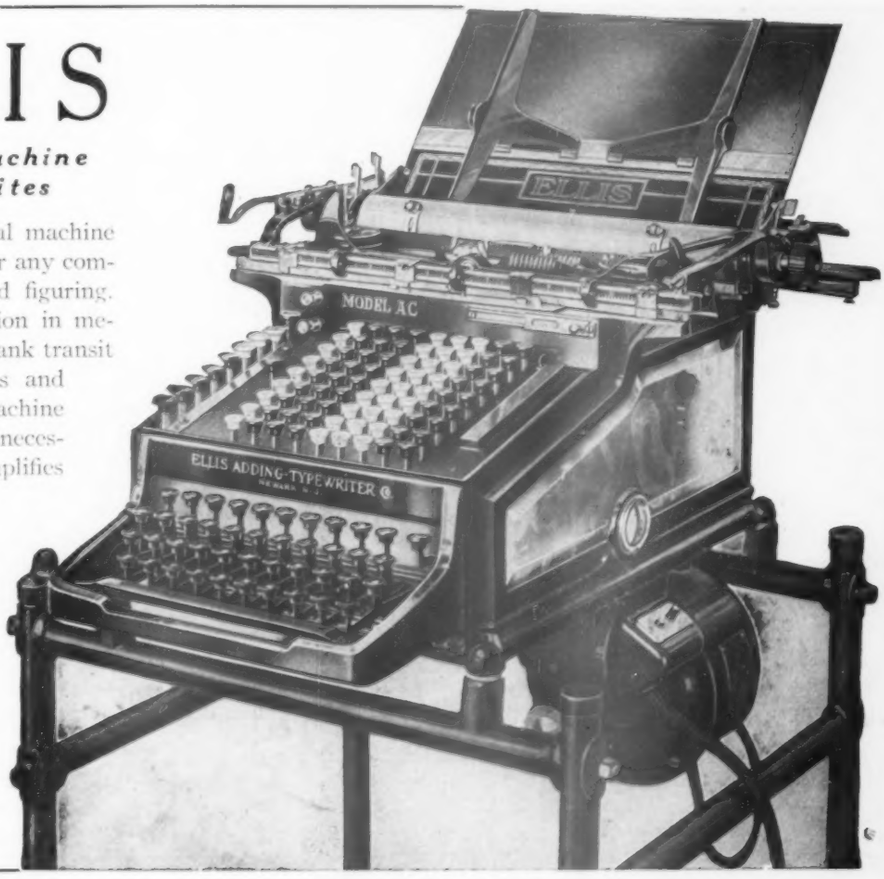
WOODSTOCK TYPEWRITER CO., Chicago, Ill.

ELLIS

The Adding Machine That Typewrites

THE ELLIS is the ideal machine for all work that calls for any combinations of writing and figuring. It gives entire satisfaction in mechanical bookkeeping, bank transit work, billing, statements and all kinds of adding machine work. It eliminates unnecessary operations and simplifies clerical detail. Its accuracy is unquestionable.

THE ELLIS is the all-'round office machine.



ELLIS ADDING TYPEWRITER COMPANY
Newark, New Jersey

Paper Filing Specialties

A Line That Meets All Requirements

Backed up by 47 years' experience in the manufacture of Flat, Box and Expanding Envelopes, Vertical File Pockets, Wallets, Folders, Metal End Filing Boxes, Expanding Document Files, Transfer Files, Mailing Boxes, Leatherette Envelopes and other such specialties.

WRITE FOR OUR CATALOG

JOHN F. DIEMER COMPANY

Established 1869

67 Cortlandt St. New York City

TRADE DU-RA-BUL MARK

RIBBONS

Do you use them? If not, write us and we will give you proof that you should.

REPUBLIC-DODGE

Douglas Street and Third Avenue
BROOKLYN, - NEW YORK

STATIONERY

Astoria, Oregon.

The Farr Drug Company, of Astoria, Oregon, will open a new book and stationery department December first. The department will be under the management of Mr. Humphreys, an experienced stationery man.

Canisteo, N. Y.

T. E. Tuttle, for many years with the Westcott-Jewell Company, Seneca Falls, N. Y., and recently manager of the Lucas-Tuttle Manufacturing Company at Silver Springs, N. Y., has withdrawn from the last named concern to take charge of the ruler department of the Up-to-Date Advertising Company of Canisteo. The Up-to-Date Advertising Company also manufactures a line of embossed metal signs, and many other advertising specialties.

Chicago, Ill.

E. Parenteau, special field representative of the Multiplex Company, was injured in the wreck of an interurban car near Edwardsville, Illinois. The wreck was the work of some miscreants, who pulled the spikes from sixty ties. The car plunged down a 100-foot embankment with the result that one person was killed, and twenty-two were injured. Mr. Parenteau was not injured seriously and is now busily "on the job" again.

* * *

The Franklin Desk Company has leased the basement, store and second floor of the building at 163 West Monroe street, for five years and six months from November 1. The premises will be remodeled. The lease was made by Charles S. Thomas, as agent for the Franklin Desk Company.

* * *

The Globe-Wernicke Company has leased the building at 43 Fifth avenue, not far from the new store of the Franklin Desk Company.

Ithaca, N. Y.

J. E. Van Natta, 204 East State street, is entering the commercial stationery business under his own name. Mr. Van Natta has been connected with commercial stationery houses in Ithaca for eleven years and has recently decided to go into business for himself. He already has the agencies for several good lines, including Globe-Wernicke sectional lines, files and cabinet safes, Edison Mimeographs, typewriters, Dalton adding machines and F. & E. check writers.

Los Angeles, Calif.

G. H. Seward, president of the Business Equipment Sales Company, is optimistic regarding conditions locally for big business during the approaching end-of-the-year season when the merchants expect a flood of eastern visitors. His company has been furnishing equipment to several of the new factories and stores that have been put in operation during the summer.

* * *

W. P. Mogan is a recent addition to the sales staff of the Business Equipment Sales Company.

* * *

The Los Angeles Rubber Stamp Company has decreased its authorized capitalization to $50,000.

Chair Comfort

Cook "Quality" Spring Back Typewriter Chairs are made to give the highest degree of comfort. The seat is carefully shaped and the back is adjustable to a position so as to properly

support the back of the user. They are not especially adapted to lounging, but are especially suited for those who have work to do and want it done quickly.

These chairs are used throughout the country and in the numerous cities abroad. The reason for their wide sale is found in their merit.

Handle this line and watch your profit grow. A Catalog will be mailed upon request.

C. A. COOK CO.
MANUFACTURERS
16-28 Osborne Street
Cambridge, Mass.

TYPEWRITER RIBBONS IDEAL CARBON PAPERS

To give your fussy customers complete satisfaction, sell them

CARTER'S

Typewriter Ribbons and Carbon Papers

Satisfied customers are a store's strongest asset.

Ask us to write you

Ribbon and Carbon Dept.
The Carter's Ink Co.
Boston Montreal
New York Chicago

This Is Why You Should Sell *VUL-COTS*

The VUL-COT Waste Basket is the retail stationers' basket—it is supplied to users *only* through the legitimate stationery trade.

In addition to this protective element VUL-COT Baskets carry a very liberal profit for the dealer.

Then, the VUL-COT is the only basket backed with heavy national advertising—for two years sales for the dealers have been pushed by the largest campaign ever run on a waste basket, while the work for the coming season is just beginning.

The 5-year guarantee, which goes with every VUL-COT makes it easiest to sell, and insures full satisfaction and repeat orders for the dealer.

Our free dealer helps in the way of printed matter, window displays, etc., make it easy for the stationer to "tie up" to the national advertising and attract new customers to his store.

Nearly 800 of the country's foremost stationers are pushing VUL-COT Baskets now. They have found them one of the liveliest, quickest and most profitable sellers in the stationery field. Their success is another excellent reason why you should sell VUL-COTS too.

Let us tell you more about the advantages that VUL-COT Baskets provide for every good stationery dealer. Write us about it today.

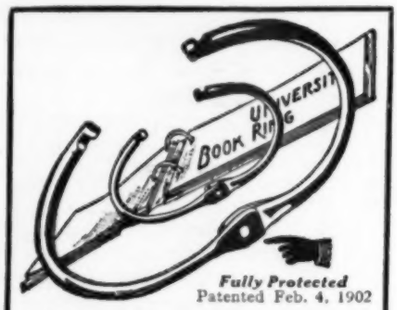
American Vulcanized Fibre Co.
523-525 Equitable Building
Wilmington
Delaware

The New Daisy Waste Basket

No. 55C is a neat, attractive, durable basket 12 inches high by 12 inches in diameter. It is finished in bright copper and will be a popular article for the holiday trade. It is an excellent basket for stenographic departments or salesmen's desks where there is not much scrap paper. Stationers will sell a large number of these baskets this season and they will find them bringing repeat orders. No. 55C is packed a dozen to the carton and sold to retail at 50c. Write for dealers' prices and discounts.

No. 55C

The Massillon Wire Basket Co.
MANUFACTURERS
Massillon **Ohio, U. S. A.**



Fully Protected
Patented Feb. 4, 1902

The Improved University Book Ring

The Ring with the Deep Locking Joints —A Deep, Steel-Jawed Feature which adds longer life to the Binder

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1¼ inches diameter, light weight; No. 1, heavy weight, 1¼ inches; No. 2, 1½ inches diameter, light weight; No. 2, 1⅞ inches diameter, heavy weight. Unjointed ring, **Patented Nov. 24, 1908,** 1¼ inches diameter. *Write for particulars.*

OTTO KELLNER, Jr.
4028 State St. **CHICAGO**

DESK PADS
20 Varieties

A N D

CLOTH COVERED CABINETS

Place a Sample Order at Quantity Price
Write for

New Catalogue
New Numbers

L. HOFFMAN, **18 Spruce St.**
NEW YORK

Try th' Hoffman line

Charles R. Barry, coast representative of the Samuel Ward Company, has returned from a visit among southern California dealers. Mr. Carlson, his assistant, is expected back from a northern trip soon.

* * *

H. W. Johnson, of the Carter's Ink Company, recently made a short visit to San Francisco on his return from Alaska to Los Angeles, where he is now visiting.

* * *

Charles Newcomb, for twenty-one years with the Isaac Upham Company, has taken the position as buyer for that firm, succeeding W. H. Palmer, who left last month.

McMinnville, Ore.

A half interest in Hembree's stationery store in McMinnville, Ore., has been purchased by Prof. Harper Jamison, former teacher of McMinnville, and later of the Jefferson high school of Portland. Mr. Jamison will personally associate himself with the business, Ray Derby continuing for Mr. Hembree.

New York, N. Y.

I. Sharlin, S. Bero and A. Weiss have incorporated the Mutual Cabinet Company, with a capital stock of $15,000, to do business in furniture and office fixtures.

Portland, Ore.

J. G. McDonald, for eight years with the J. K. Gill Company, Portland, Oregon, resigned his position recently.

San Bernadino, Calif.

The new stationery department of the John Flagg Printing Company, San Bernadino, has been opened to the public. The new department carries everything in the stationery line and is one of the largest establishments in southern California.

San Francisco, Calif.

Al. Jones, of the Bert M. Morris Company, has returned from a trip to the Hawaiian Islands. He was pleased with the situation in the island and says that the dealers there are up to date in every respect.

* * *

George Monte of the H. S. Crocker Company's branch at Sacramento, is visiting friends in San Francisco.

* * *

Mr. Shoniker, of Juneau, Alaska, has sold out his business in that place and has been visiting in San Francisco. He intends to make Seattle his headquarters, handling factory lines in Alaska territory.

* * *

E. P. Gold, the new western representative of the Wilson-Jones Loose Leaf Company, Chicago and New York, has just completed his first trip through Oregon and California. He states that the stationery trade in San Francisco, Los Angeles, and other Pacific Coast points which he visited, are finding ready sale for the new ledger outfits which the Wilson-Jones Company are now offering to the trade.

Santa Barbara, Calif.

Miss Edith Hunt is representing the Business Equipment Sales Company at Santa Barbara.

Seattle, Wash.

The Puget Sound News Company, Seattle, recently moved into their new building at 1931 Second avenue. They occupy all four floors of the building, which is owned by the American News Company.

Zanesville, Ohio.

One of the most attractive booths at the recent Rotary Industrial Exposition in Zanesville, Ohio, was that of T. M. Edmiston, a leading commercial stationer of Zanesville.

Put in a large stock of M-R Filing

Cabinets and Transfer Cases

The M-R Universal All Oak transfer stack. Units can be bolted together both vertically and horizontally.

If you know the line (and nearly all office equipment dealers do) you know there'll be no trouble in disposing of it. The furniture is high in quality—this is apparent at first glance, and is proved as the customer uses it.

The UNIVERSAL TRANSFER CASE is an article of good profit at this season of the year. As shown by the illustrations at the left and below, the cases are made in single drawer units, complete with finished top and sides, and reinforced with steel angle irons. Fibre rollers are inserted in the front of the shell to facilitate the movement of the drawer, and stops are provided to prevent accidentally pulling the drawer all the way out.

The M-R SPECIAL UPRIGHT CABINET is a good, medium priced, substantially built file. It is solid from top to bottom—the base is built right into the cabinet. If but three correspondence size drawers are needed the top space can be used for card indexes, legal blanks or document files at slight additional cost.

$2.00 List
Liberal discount to dealers

The Single Drawer Transfer Cabinet unit equipped with follower block. Letter, cap and invoice sizes.

$14.75 List
Liberal discount to dealers

The M-R Special 4 Drawer Upright, quartered oak fronts, light and dark golden oak and mahogany finishes. Drawers operate on roller bearing extension slides.

MELTON-RHODES CO.
INCORPORATED
MANUFACTURERS SECTIONAL BOOKCASES AND FILING EQUIPMENT
Greensboro **North Carolina**

National Office Desks and Tables

WITHOUT A PEER

In Design, Construction and Finish

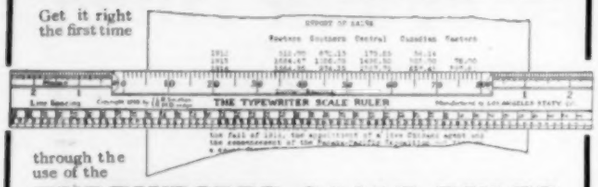
Eventually—Why Not Now?

NATIONAL DESK COMPANY

HERKIMER, N. Y.

DON'T REWRITE

Get it right the first time



through the use of the

TYPEWRITER SCALE RULER

This device will count the letters and spaces in the typewriter language. It places tabulator stops and sets margins. It centers lines or groups of line. It counts names in lists and checks legal copies.

AGENTS This marvelous new specialty has an immediate appeal for stenographers, business college students, copyists, multigraphers and printers. Exclusive territory open. Good profit margin. Price fifty cents each.

LOS ANGELES STATIONERY CO., 848-850 So. Hill St., Los Angeles, Cal.

USERS—If your dealer does not handle this device, write us direct.

"There is Money in Specialties"

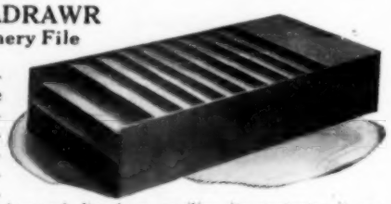
—*Practical Salesmanship.*

When one considers the tangible value of ROSCO specialties and the saving of time and temper effected by their use, and the testimony of dealers who are already handling the line, he finds that this proverb applies with particular force to these devices.

The Rosco Glass Desk Pad

is a convenience whose value cannot be overestimated. For memoranda it provides a place which cannot be overlooked, because it is right in the line of vision of the man at the desk.

ROSCO INADRAWR
Steel Stationery File



fills a real requirement in the work of thousands of stenographers. It contains a full assortment of stationery; it prevents dust and dirt from spoiling its contents; it assembles the necessary material in one small box, thus increasing the stenographer's output. DEALERS: These specialties have proven their merit and their salableness. A display of them will prove a steady source of profit to you. Write for information and descriptive matter.

Ravenswood Office Specialties Co.
West Ravenswood and Newport Aves., CHICAGO

No. 386. Oak Revolving Office Chair

No. 386½. Oak Stationary Office Chair

No. 387. Oak Stenographer Chair

Write for exclusive Agency.

Dealers Only

We have been making chairs for 50 years. We ought to know how.

The Buehner Chair Co., Evansville, Ind.

TYPEWRITERS

Atlanta, Ga.

The following clipping from an Atlanta, Ga., newspaper will be of interest to many of our readers, showing as it does the excellent results which the Royal salesmen for the Atlanta district are obtaining.

"In token of his appreciation of the splendid showing of his selling force, G. G. Ralls, manager of the Atlanta district for the Royal Typewriter Company, is entertaining in Atlanta Monday ten of the salesmen from all parts of Georgia and eastern Alabama.

"The climax of the day will be the banquet Monday at 7 p. m., at the Ansley hotel, when everyone of the men will be called on for short talks.

"Mr. Ralls, who has offices at 46 North Pryor street, said: "I am giving this banquet in token of appreciation of the high increase in sales and collections.

"The names of the salesmen are as follows: S. W. Orr and J. W. Mann, Atlanta city salesmen; E. C. Rose, Savannah; J. A. Van Loon and M. E. Van Loon, Georgia and Alabama salesmen; V. E. Fourcher, Augusta; F. H. Harmer, Birmingham, Ala., and E. H. Payne, cashier in Atlanta."

Binghamton, N. Y.

W. G. Wiesenberger, who took charge of the Binghamton, New York, office of the Underwood company last January, reports an unusually profitable season. September was the best month the Binghamton office ever had and the indications at the time this notice was written were that October would create a new record. Before taking his present position Mr. Wiesenberger sold typewriters in Cleveland, Toledo, and other Ohio cities.

Birmingham, Ala.

L. A. Davis, formerly with the L. C. Smith & Bros. Typewriter Company, 903 Locust street, Des Moines, Iowa, is now in charge of the L. C. Smith office at Birmingham. This office is located in suite 316-317-318 Brown-Marx building.

Chicago, Ill.

The Rebuilt Typewriter Company, of Chicago, has opened an employment department for the purpose of serving its customers' needs in high grade, efficient office help. This employment department is maintained free of charge both for customers and prospective employés. The office is located at the Rebuilt Typewriter Company's headquarters, 138 South Wabash avenue, and is in charge of Sarah E. Palmer as employment manager.

Des Moines, Ia.

Burt Harrington, manager of the Royal Typewriter Company's sub-office at Des Moines, Iowa, a sub-office of the Chicago branch, recently sold twenty-five Royal typewriters to the state of Iowa.

Hartford, Conn.

One of the objects of the recent visit of George G. Rimington of London to the United States is said to have been to arrange with Edward J. Manning for manu-

Your Own Brand

TYPEWRITER RIBBONS AND CARBON PAPER

Your customers can use typewriter ribbons and carbon paper. You want to sell good ribbons and good carbons. This combination can be worked out to result in more business and greater profits for you if you will sell ribbons and carbons under your own name and brand. Your customers will come back because your name on the container will show them where more goods exactly like the same can be secured.

Send for samples of our typewriter ribbons and carbon paper. Try them out thoroughly. Put them to the most difficult tests. You will decide that they are the kind you would be glad to have associated with your name.

Write today for samples

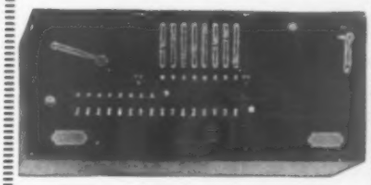
U. S. TYPEWRITER RIBBON MANUFACTURING CO.

Sansome and 8th Sts., Philadelphia, Pa.

Cable Address: "Muster"

The Chance

for error in calculations and the loss of money consequent upon such errors constitute a very good reason for your looking into the merits of a machine which practically eliminates mistakes in figuring.



The Millionaire Calculator performs all manner of mathematical problems with the mere setting of the figures in the machine and moving a button to indicate the operation. It carries calculation as far into the field of the mechanical as is possible. It is more than a mere adding machine—it is a mechanical calculator which can solve your problems, probably in much shorter time than you thought they could be solved.

We'll make a demonstration or mail our booklet at your request.

W. A. MORSCHHAUSER

1 Madison Avenue NEW YORK, N. Y.

"CLIMAX"

Square Top

PAPER CLIPS

Pat. Appl'd For

The most commonly used Paper Clips of today are "CLIMAX" Square-Top. There is a good reason for their popularity. They are the best, easiest to handle and cheapest.

Mos of the large firms throughout the country are constant users.

If you use them once you will use them always.

Prices F. O. B. Buffalo

Packed 10,000 to the Box

10,000 .....15 c per 1,000
50,000 .....10 c per 1,000
100,000 ..... 8½c per 1,000
500,000 ..... 8 c per 1,000
1,000,000 ..... 7½c per 1,000

Packed 1,000 to the Box

10,000 .....17 c per 1,000
50,000 .....12 c per 1,000
100,000 .....10½c per 1,000
500,000 .....10 c per 1,000
1,000,000 ..... 9½c per 1,000

Buffalo Automatic Mfg. Co.

457 Washington St. BUFFALO, N. Y.

UNIFORMITY of inking is one of the most important factors of a typewriter ribbon, and upon this we have reached the point — par excellence.

Our ribbons are made in the following writing strengths:

Extra Light—No. 31
Light—No. 34
Light Medium No. 37
Medium No. 40
Medium Heavy—No. 43
Heavy—No. 46
Extra Heavy—No. 49

The above writing strengths can be absolutely depended upon and the particular user will always get what he wants. The different writing strengths are also known by the numbers shown.

A trial order will display beyond doubt the absolute control under which our inking system is conducted.

DIXON, HOLMES & DIXON
Proprietors

HEAD OFFICE and FACTORY
69-71 Wooster St.
New York City

Also
1305 Arch Street, Philadelphia, Pa.
212-213 Upper Thames St., London, E. C.

Getting in with your Message

No matter how good your talk, how meritorious your merchandise, or how strong the demand, you must get past the outer office and get your message across to the man who signs the order. That's where the appearance of the **Handy Portfolio** comes in. The man who carries it appears interesting; one naturally has a desire to hear his message.

But the appearance of the **Handy Portfolio** is the least of its advantages—it is scientifically designed for **your** requirements—it is made of the best selected grain cowhide, securely stitched with the very best thread.

Write for catalog in which you will find the **most complete line** of the "**Handy Portfolio**".

The Cleveland Leather Goods Company

24 Noble Court, N. W. Cleveland, Ohio, U. S. A.

THE ONLY ADJUSTABLE POST-BINDER ON THE MARKET

Here's a simple device that enables the office boy to bind into book form "in a jiffy" any kind of loose leaf records.

The "F-B" Loose Leaf Holder

Pat. May 13, 1913.

is adjustable to any distances between punch holes and to any size of paper.

The retail price is $3.00 a dozen with liberal discounts to dealers.

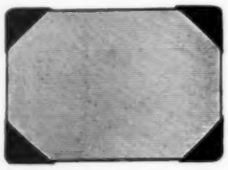
ROCKHILL & VIETOR

Sole Agents

Dept. "F-B" 22 Cliff St. New York City

Branch: 180 N. Market Street, Chicago

Desk Pads



We are manufacturers for over a quarter of a century and we

Know how to make Desk Pads

SIXTY STYLES — ALL SIZES — PRICES RIGHT

Tell us what kind of Desk Pads you are interested in and we will gladly quote prices and send samples if you wish—*Or*—Order a small quantity to try us out.

L. Sainberg, 65-7 W. Houston St., New York City

Also Mfrs. of Elsane Card Index Cabinets. Ask for circulars and discounts

facturing at Hartford, Conn., a portable typewriter to be known as the Manning and to be sold at $50.

Mr. Manning is well known in the field by reason of his connection with the Underwood in its early days and later on with the Royal. Mr. Rimington is said to head an English syndicate which will have the exclusive sale for the machine in countries outside of North America and South America. Sales in these two continents will be handled from the American office.

Kansas City, Mo.

The Typewriter Repair & Adjusting Company, which was formerly located at 15 West Ninth street, Kansas City, has been succeeded by the Typewriter Service Company, of which Clifford L. Strifler is the manager. Associated with Mr. Strifler is W. B. Jenney. The Typewriter Service Company sells and rents rebuilt typewriters, does typewriter repairing and Multigraph work, and also carries typewriter supplies.

Los Angeles, Cal.

L. D. Horrigan, the well known typewriter man, is now with the Business Equipment Sales Company, in charge of its rebuilt typewriters and supplies department.

New York, N. Y.

W. P. Watts, of the Royal office in New York City, has been appointed secretary to George Ed. Smith, president of the Royal Typewriter Company.

* * *

The Royal Typewriter Company has advanced Julius Schillinger, of New York city repair department, to the general repair department to supervise the repair departments of the various branch offices throughout the country.

G. Scherer, who up to the present time has done this work, will devote most of his time and energy to general repair department matters which affect the factory and the experimental department. He will spend much time at the Royal factory.

Both Mr. Schillinger and Mr. Scherer have been with the Royal Typewriter Company almost since its beginning, and have worked up to their present positions from the ranks.

* * *

T. T. Malleson, export manager of the Royal Typewriter Company, recently returned to New York after eight months' stay in Europe, where he visited England, France and Russia. While abroad Mr. Malleson negotiated many new and important contracts for the expansion of the Royal typewriter business in Europe. After conferences at Royal headquarters, Mr. Malleson will again return to Europe for a long stay. It is expected that he will return to Europe about the latter part of this year.

Rochester, N. Y.

A. F. Weeks has been appointed manager of the Rochester sub-office of the Royal Typewriter Company. He was formerly located in Saginaw, where he managed the sub-office of one of the leading typewriter companies.

San Francisco, Calif.

C. H. Jenkins, Blickensderfer typewriter agent for San Francisco, has placed machines in the Owl Drug Store branches throughout California for prescription writing.

Stavanger, Norway.

Brodrene Osmundsen, Stavanger, have opened a special department for the purpose of handling typewriters, adding machines, duplicators, copying devices, office furniture and safes. They have placed in charge of the department Charles Maury, who has had experience with the Dalton Adding Machine Company in this country and Norway.

For the "Tired Business Man"

WE MAKE CHAIRS THAT SUIT YOUR TASTE, YOUR BODY AND YOUR POCKETBOOK

DEALERS: Why not increase your sales by carrying a line of office chairs that are standardized by prominent banks, corporations and public buildings throughout the country. **A make of chairs whose quality is well known is half sold.** *(M. & S. Chairs are sold only through the dealer.)* Catalogue on request.

Marble & Shattuck Chair Co.
CLEVELAND, OHIO

Have you seen our new office chair catalogue? It shows many prominent installations of **M. & S.** Chairs. Customers can't fail to be impressed with the list given of nationally known users. We also manufacture **dining room, bedroom** and **cafe chairs** which we catalogue separately. Our chairs are sold by representative dealers in every city.

WE ARE ESTABLISHING NEW AGENCIES
Write for Information

DORNETTE DESKS

(Patent) Typewriter Desk
Machine needs no fastening

Extremely Popular With Office Furniture Dealers

Made as fine as the best kiln-dried hardwoods and skilled workmanship can make them.

Write for Catalog

THE J. DORNETTE & BRO. CO., Cincinnati, Ohio

Pad Your Own Stationery

Make up discarded Stationery into handy, usable scratch pads.

Cut shows No. 1 Press filled —cement being applied in horizontal position.

GOLDING TABLETING PRESS

Let your office boy pad your stationery and save money by eliminating waste on billheads, letterheads, memo sheets and all office forms. You can, with this Tableting Press, net a good profit by cutting your stationer and printing bills. Easy to operate—simple—strong—convenient.

DEALERS There is a large profit in these office requisites—every office, school and printer a possible customer—sell on demonstration.

Write for particulars.

GOLDING MFG. CO., Franklin, Mass.

XMAS GREETINGS The tendency of Business is to inject more of sentiment into it. Our plan of Business or Personal Greetings enables you to secure these at a moderate cost. Look over our samples but do it now.

The American Embossing Co.
BUFFALO, N. Y.

This is the New Patented Perfected Paper Clip.

See Adv. in System.

Order NOW.

Special Discount to the Trade

THE ADAMS IDEAL BOOK AND KEY RING

The ring of unlimited uses, the simplest, quickest operated and most satisfactory ring ever invented for perforated sheets and binders of all sorts. Allows the sheets or binder to lie perfectly flat, when opened at any point. This ring is also one of the very best key rings on the market. It will allow one to take off a key in a jiffy and this feature is something which has been overlooked in all the other key rings now made. Beware of imitations. Our goods are handled by leading stationers. If you do not carry them, write us at once. Order through your jobber. Manufactured by

HENRY T. ADAMS, 6823 South Chicago Ave., Chicago, U.S.A.

ADDING MACHINES

Chicago, Ill.

The Chicago office of the Moon-Hopkins Billing Machine Company, 29 South La Salle street, has been forced to expend its quarters to keep pace with its increase in business, which has been steady during the last three years. In addition to the three rooms which the Chicago office has previously occupied, room 1156 in the same building is being added to the suite, which now consists of four rooms.

Los Angeles, Calif.

Dalton adding machine sales have been accelerated by a newspaper publicity campaign in leading dailies. This has kept Salesmen Bascom and Cochran at the local agency busy in complying with requests for demonstrations of the Dalton.

* * *

The Los Angeles Business College is now giving instruction in the use of non-listing machines, such as the Comptometer. They also have classes in Stenotype dictation and use modern equipment, including Dalton adding machines, in their instruction work.

New York, N. Y.

The Ratexa Computor Company, Inc., has been incorporated in New York to manufacture and deal in payroll computors, calculating machines and registers, with a capital of $5,000. The incorporators are J. M. Connolly, R. F. Henry and H. Woog.

San Francisco, Calif.

W. W. Erskine, manager of the Dalton agency in San Francisco, has added two new salesmen to his city force, Jack Fowler and H. Rice, both well known in San Francisco.

* * *

O. B. Gladding will take the Dalton agency for the cities of Berkeley, Oakland and Alameda. W. S. Porter will cover the San Joaquin valley for the Dalton Adding Machine Company.

* * *

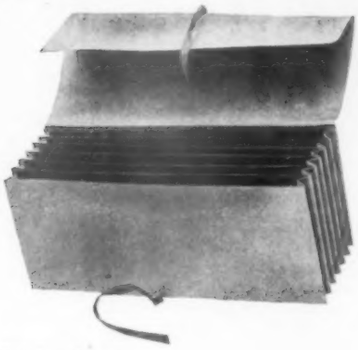
W. W. Erskine, of the Dalton agency, has purchased three new automobiles for the use of his salesmen in country territory figuring that it increases efficiency four fold.

* * *

The San Francisco office of the Burroughs company has received orders from the Anglo & London & Paris Bank of San Francisco for eleven new posting machines, which will make, together with the machines they received through the recent amalgamation with the Anglo-California Trust Company, fifteen posting machines in use by the bank up to the present time.

Erroneous Statement Corrected.

In the adding machine news, on page 160 of the October number, an item was published referring to W. W. Erskine and a shipment of Mechanical Accountants. Mr. Erskine desires us to correct this item since he is and has been for some time the agent for the Dalton Adding Machine Company and has no connection with the Mechanical Accountant Company.



FiberstoK

THE STANDARD OF QUALITY

The majority of rated Stationers sell this line of flat and expanding goods. If you are not yet one of this majority, investigate our proposition *at once*.

Our stock of paper is many times larger than that of any of our competitors.

Our manufacturing facilities have been greatly enlarged during the present year, and our stock of manufactured goods more than doubled.

This means that we can give you prompter deliveries on stock items and special goods; that our prices are surprisingly reasonable in these days of big advances, and that you can secure just what your customers require in quality and construction.

You owe it to yourself and your customers to have our catalogue and samples at hand for quick reference.

Flat Envelopes
Expanding Envelopes
Short Panel Label Holder Envelopes
Long Panel Label Holder Envelopes
Mailing Envelopes
Security Mailing Envelopes
Expanding Mailing Envelopes
Cloth Lined Envelopes

Box Wallets
Crushed Box Wallets
Bank Pass Book Covers
Partition Expanding Envelopes
Expanding Files
Deposit Slip Files
Flat Vertical File Folders
Expanding Vertical File Holders
Lawyers' Expanding File Pockets
Legal Envelopes
Congress Tie Envelopes

NATIONAL FIBERSTOK ENVELOPE CO.

Factory and Executive Offices

34 to 40 E. Allen St., Philadelphia, Pa.

Sales Offices

NEW YORK **CHICAGO**

Manufacturers of

FiberstoK, RedstoK and JutestoK Lines
National Binding Straps, Cloth Coin Bags
Photo Mailing Envelopes, Manila Folders, etc.

Conservative Designs

The average business man does not buy oddities for his office equipment. He buys equipment: first, because they facilitate business detail and give money's worth of service; second, because they harmonize with the surroundings and suggest the character in his business. NAPPANEE TABLES are built with these ideas in view. The manufacturers believe that simple designs can be made strongest and most enduring—that they will always look well regardless of changes in style—that, value for value, buyers prefer strength to decoration.

NAPPANEE TABLES are made in different patterns and lengths ranging from 42 to 120 inches. They are made as well as high grade materials and experienced workmen can make them.

THE DEALER who would make a lasting friend of his customer can rely on NAPPANEE TABLES. Catalog and terms will be sent promptly on request.

MUTSCHLER BROS. CO. Nappanee, Indiana

The Lightning Change Maker

The Accepted Standard Among Change-Making Devices

In nearly every line of manufacture, one maker's product stands out head and shoulders above its competitors as the accepted standard—the leader.

Among change-making devices, this position is undeniably held by the "Lightning Change Maker."

This is evidenced in its wide adoption by the world's largest department stores, elevated, subway and steam railroad systems, public service corporations, factories, restaurants, theatres and merchants in practically every line.

Details are given in our free book—"Making Change by the Modern Method." It shows our changer, payer and theatre models. Get a copy.

The Barrett Changer Co.
616 S. Michigan Boulevard
Chicago Illinois

Live Representatives are not slow to recognize the sales possibilities in this device.

MODEL L

Mechanical Accountant

A machine operated by keys alone which—

ADDS
SUBTRACTS
MULTIPLIES
and DIVIDES

It can be used to advantage by anyone who handles figures, to save time and labor and to promote accuracy

MECHANICAL ACCOUNTANT CO.
PROVIDENCE, R. I.

OTHER MACHINES

Covington, Ky.

J. W. Schneider, who was formerly with the L. C. Smith & Bros. Typewriter Company, has made arrangements to handle the Lightning Change Maker in Cincinnati and vicinity. Mr. Schneider proved a "hustler" from the beginning and sent in an order for two machines, with the check to pay for the order, shortly after closing arrangements for the Lightning Change Maker agency.

Los Angeles, Calif.

A large Johnson coin wrapping machine, equipped to handle all coins, including the large silver and gold coins used so generally on the Pacific coast, has been installed in the Security Trust and Savings Bank by the Business Equipment Sales Company.

* * *

Mr. Bishop has taken over the management of the Los Angeles office of the General Acousticon Company in the Security building, and reports some large deals already closed.

* * *

O. C. Haney, division sales manager of the American Multigraph Sales Company, has returned from a very successful trip through Arizona.

Richmond, Va.

The Business Equipment Sales Company, 1110 Power building, has been appointed representative of the following concerns: Telautograph Company, New York; National Check Writer Company, Rochester, N. Y.; National Check Protection Company, Chicago; The Writerpress Company, New Haven, Conn.; Van Dorn steel furniture, Zenith Systems Corporation, Tonawanda, N. Y.; Proudfit Loose Leaf Company, Grand Rapids, Mich., and Embry Sales Company, Chicago.

San Francisco, Calif.

W. G. Bode, of the Elliott Addressing Machine Company, has just returned from a trip to the factory in Cambridge, Mass., where he was a guest of the company. Mr. Bode was one of six managers in the United States to be given this trip because of the high percentage of their sales. The visitors spent a week in Cambridge and vicinity and had a very pleasant time. Mr. Bode left last week for a short selling trip throughout California.

* * *

H. Arbuckle, of the Hedman Manufacturing Company, of Chicago, manufacturers of the F. & E. check writer, has placed the local agency with C. H. Jenkins & Co. Mr. Jenkins has great confidence in the machine and has put in a large stock.

* * *

The Elliott Addressing Machine Company has gotten out a number of new models which are on display in the demonstrating rooms of the local office in the Library Bureau. In spite of keen competition the office is doing well and has placed several large orders.

* * *

The Stenotype agency is expecting their 1917 model soon. This machine is called Master Model No. 3 and is much smaller and lighter than the old machine, weighing only four and one-fourth pounds.

POLAR PRACTICAL OFFICE ARTICLES SELL QUICKLY

GLASS DESK PAD
No. 0—15x18. No. 1—18x24. No. 2—20x34.

CENTER DESK DRAWER TRAY
For Assorting Pins, Clips, Rubber Bands, Etc

At Liberal Profits
Every Dealer Should Keep Posted at All Times About Our Entire Line. New Items Are Being Added Continually.

Some of our other practical office articles which all dealers should know about.

Polar Desk Calendar.
" Pocket Index Card Cases.
" Cut Glass Paper Weights and Trays.
" Side Desk Drawer Tray.
" Paper Weight and Memo Pad.
" Penknife and Ink Eraser Blade.
" Signature Blotter Book.
" Valuable Paper Wallet.
" Furniture Top Protectors.
" Typewriter Shock Absorber Pad.
" Felt Mats.

A Liberal Discount to The Trade.
Dealers write for complete information

DESK REMINDER

Polar Manufacturing Co., 101-103-105-107 No. Marshall Street, **Philadelphia, Pa.**

A Desk Built for Service

Being one of an excellent line of medium priced office desks manufactured by the

WESTERN FURNITURE CO. BLAIR AVE. & PALM ST. **ST. LOUIS, MO.**

Manufacturers of OFFICE DESKS AND TABLES and LETTER SIZE OAK TRANSFER CABINETS

A PERFECT WORKING DEVICE

The McM. Push Button Binder

"It works like an electric switch"

Solid or Sectional Posts—Interchangeable
Any Binding Style—Any Size

Ask your dealer or write to

McMillan Book Co., Syracuse, N.Y.

The Only Brush That Will Clean All Parts of Typewriter, Billing & Adding Machines

Big Profit to Dealers

Big Profit to Agents

Small end cleans type, large end cleans in between keys, under carriage, type rods and all hard to get at places. Made of best bristles and will last indefinitely. No other made as good.

Adopted by Business and Public Schools, Public Institutions, Hospitals, U. S. Government and City Departments and the Largest Concerns in the Country.

Foreign inquiries solicited and given immediate attention

CLEANALL TYPEWRITER BRUSH CO.

Manufacturers of WIRE TWISTED BRUSHES
946 TELLER AVE. NEW YORK, N. Y.

THE Tengwall REG. U.S. PAT. OFF.

FILE

Bind your correspondence and loose-leaf accounting forms in the Tengwall File.

Its advantage is that a leaf may be inserted or removed instantly without disturbing the other leaves.

We are manufacturers of LOOSE LEAF LEDGER BINDERS—SECTIONAL POST BINDERS—Solid Post Binders, SPRING HOLDERS, Bills of Lading, Order Systems, Bill and Charge Blanks, Purchase Order Systems, Monthly Billing Systems, Combined Cash and Journals, Pay Roll, Leaves, Inventory Sheets, Voucher Records, Manifold Books, Bank Statements, Accounts Payable Systems, Indexes, Etc., Etc. Ask for Catalog.

THE TENGWALL COMPANY

2952 Sheffield Ave., Chicago **109 Broadway, New York**

HIGGINS

Drawing Inks, Blacks and Colors
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board and Library Mucilage
Office Paste
Liquid Paste
Vegetable Glue, etc., etc.

Strictly Original Goods of the Highest Grade Only.

Show Cards, Color Cards and Imprinted Matter Supplied to the Trade. Discounts and Trade Prices give good profits.

Consumers, emancipate yourselves from the use of corrosive and Ill-smelling inks and adhesives and adopt the **Higgins' Inks and Adhesives.** They will be a revelation to you.

We protect the trade by referring all orders and inquiries thereto.

CHAS. M. HIGGINS & CO., Originators and Manufacturers Refined Inks and Adhesives

Main Office and Factory, Brooklyn, N. Y., U. S. A. New York-Chicago-London

Values In Typewriters— Rough and Rebuilt

SEND IN YOUR ORDER NOW and you will receive evidence of the quality of our product. You will find that the initial order is a sample of our service.

Prices the Lowest — Our Quality the Highest

FOREIGN INQUIRIES are solicited and will be given prompt and careful attention.

Write for our Price List today. You will find it worth your while.

AGENTS WANTED

National Typewriter Exchange Co.,
110 Broad Street,
BOSTON, - MASS.

PENS AND PENCILS

Jersey City, N. J.

The Joseph Dixon Crucible Company has as the representatives of its pencil department in Latin America the sales organization of the National Paper & Type Company. Nearly all the branch managers of the latter company attended a convention at the home office in New York a couple of months ago, and they were entertained by the Dixon company on Thursday, September 21. The delegation was shown through the pencil department of the Dixon factories by R. Van Dien. After luncheon in the Dixon dining room a photograph was taken, following which the Latin American delegates and the Dixon men went into conference regarding Dixon's pencils, erasers, crayons and penholders in Latin America. The presiding officer at the conference was Herman Price, who was assisted by A. J. Pfaff, who was recently promoted from the Philadelphia office to the position of special representative of the pencil department at the main office. In the evening the representatives of the National Paper & Type Company and their wives were guests of the Dixon company at the Hippodrome, and later at the Cascade of the Biltmore hotel.

The following persons were present at the conference referred to above: Robt. H. Beals, representative in Brazil; E. F. Scott, manager, Guadalajara, Mexico; George G. Cobean, manager, Buenos Aires, Argentina; Herman Price, manager, Dixon's pencil department; I. H. Jacobs, manager, Mexico City, Mexico; F. P. Mattox, manager, Havana, Cuba; R. Van Dien, Dixon's pencil department; B. H. Jacobs, manager, Monterey, Mexico; A. J. Pfaff, Dixon's pencil department; C. G. Valadez, manager, Guaymas, Mexico; T. N. Rivera, manager, Lima, Peru; H. H. Meyer, manager, paper and stationery department; J. H. Schermerhorn, treasurer, Joseph Dixon Crucible Company.

Los Angeles, Calif.

Andrew R. Wilson, of the educational department of the Eagle Pencil Company, of New York, will make his headquarters in Los Angeles in the future.

Philadelphia, Pa.

The well known pen manufacturing house of Samuel Isaacs & Co. are making important plans to enlarge their business. The company wishes to hear from dealers who desire to take exclusive agencies. Mr. Isaacs recently spent some weeks traveling through the South.

San Francisco, Calif.

Angy B. Thomas, coast representative of Eberhard Faber, is on a trip north and expected to return about November 6. During his absence his rooms in the Monadnock building were fitted up especially for his purposes.

* * *

Charles E. Wehn, of the Joseph Dixon Crucible Company, is the proud father of a boy, born last month.

* * *

Three thousand and eight bags of pencil slats, made of California cedar, were recently shipped to England.

STEEL DESKS *and* TABLES

Designed and priced to meet the growing demand for durable and fireproof office furniture.

A COMPLETE LINE CARRIED IN STOCK.
SPECIAL DESIGNS FURNISHED TO ORDER.

METAL OFFICE WASTE BASKETS

have solid steel sides and bottoms electrically welded together. The **only** opening is at the top.

FIREPROOF—INDESTRUCTIBLE—LOW IN PRICE but attractive in appearance because they are designed and finished like wood.

SEND FOR LITERATURE AND PRICES

METAL OFFICE FURNITURE CO., Grand Rapids, Mich.

Do These People Trade With You?

Accountants	Fruit Packer	Postal Clerks
Bookkeepers	Jewelry Packers	Press Feeders
Bank Clerks	Librarians	Printers
Cashiers	Mail Carriers	Railroad Ticket Sellers
Conductors	Multigraph Operators	Reference Clerks
Envelope Stuffers	Mimeograph Operators	School Teachers
File Clerks	Paymasters	Theatre Ticket Sellers

They are all good customers for

DAVOL

MARSH HYGIENIC RUBBER Finger Pads

The safe, efficient, modern way to handle money or papers.

Send Coupon Now

for Special 1-2 Gross Assortment as illustrated. Size of carton, 8 inches x 5¼ inches, contains 6 dozen, assorted sizes . . . . . **$2.75** Net

Free Display Card in Colors—for counter or window packed with each assortment.

RETAIL PRICES - 10c each, 3 for 25c, 75c per dozen
Dealer's Minimum Profit (dozen lots) $1.75 per ½ gross
—Maximum Profit (single sales) $4.45 per ½ gross

Write for special price to the trade in 5 gross lots

DAVOL RUBBER COMPANY Providence, R. I., U. S. A.

This is the display box for use on counter or in window.

DAVOL RUBBER CO., Providence, R. I.
Gentlemen:—Please send me at once display assortment of one gross Marsh Finger Pads, as illustrated, to cost me $5.50 net.
Name.....
Address.....
O. A.

Motor-Driven Acorn-Thexton Sealer
$65

Efficiency in the Mailing Department

is the title of a booklet which describes methods used in the mailing departments of businesses both big and little. The book is free if you will write for it on your business letterhead. This book will be of interest to you whether or not you are thinking of buying an

ACORN-THEXTON ENVELOPE SEALER

There are four models of the Acorn—to accommodate all sizes of businesses—$80, $65, $47.50, $27.50. Every one of them is a saver of time, money and effort.

DEALERS—Write for our special proposition.

ACORN BRASS MFG. COMPANY
527 South Clinton Street - CHICAGO, ILL.

Ribbons and Carbon Paper

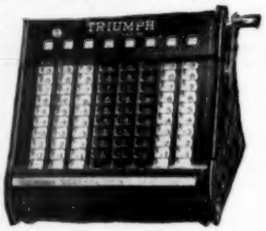
Our aim is to get new accounts, not with the object of getting all we can during the European struggle, but with the aim of keeping these accounts for years to come. Therefore our prices are the same.

You will find our product as good as the best. Write us your requirements and we will mail samples and prices.

APTER BROTHERS MFG. CO.
412 So. 5th Avenue CHICAGO, ILL.

A Full Sized Adding Machine
Only $25
A Machine that will appeal to all

There is no adding machine on the market that combines the advantages of utility and price as does the Triumph. In addition to figuring decimals, the Triumph Adding Machines are made to figure English and Portuguese currency. All mathematical operations can be performed on the Triumph. Keeps track of number of items added by automatic device.



Office Equipment Salesmen:

The Triumph Adding Machine offers you attractive possibilities. You need no particular skill to demonstrate it, but the features of adaptability and simplicity make it a quick seller. Write for full particulars.

TRIUMPH ADDING MACHINE COMPANY, INC.
205 NORWOOD AVENUE BROOKLYN, N. Y.

The manufacturer with an article to be exploited among the office equipment trade finds
"OFFICE APPLIANCES"
a publication which brings satisfactory results. Advertising rates furnished upon request.

THE OFFICE APPLIANCE COMPANY
417 So. Dearborn Street, Chicago

85c

Why Is the PEERLESS the BEST moistener?

Ask any user—Marshall Field & Co., John M. Smyth & Co. and thousands of others—and they will tell you that we have the BEST article of its kind on the market to-day.

Patented Nov. 22, 1904
Patented June 16, 1915

Simple, Useful and Economical

Used for moistening stamps, envelopes, labels and fingers in handling currency. Foreign business given careful attention. Advertising matter sent in Spanish if desired.

Write for particulars. Sample sent on approval.

PEERLESS MOISTENER COMPANY
838 S. Claremont Avenue Chicago, Ill.

We have been compelled to raise the retail price to 85c. on account of the rise in the cost of metals.

LOOSE LEAF

Chicago, Ill.

C. R. Nelson, of the Nelson Corporation, has been elected chairman of the loose leaf binders' and rulers' division of the Franklin Typothetae. It is stated that the division has not yet been in existence for a year, but that it is making good headway. The loose leaf men are working on a cost system which will be installed in the plants of its members very soon.

* * *

H. H. Spurlock, of the Wilson-Jones Loose Leaf Company, recently completed a successful trip through Kansas and Missouri.

* * *

The Chicago Binder & File Company has recently taken over the entire floor in the new building which has been erected beside their former quarters. The new space in conjunction with the old gives the company about 13,000 square feet of space. The offices have been moved to the new building, giving the manufacturing department more room. More employes have been taken on and the shipping room has been modernized so that orders can be gotten out much faster than heretofore.

New York, N. Y.

The Heinn Company of Milwaukee, manufacturers of the Badger line of loose leaf devices, has enlarged its New York office so that it is now the eastern sales office. This office will handle the New England and a large part of the southern business. Harry Abram, formerly in the stationery business in the South, has been appointed manager of the office, which is located at 309 Broadway.

* * *

George R. Whitney, eastern representative of the Wilson-Jones Loose Leaf Company, recently made a trip through eastern Canada, where he found conditions satisfactory.

* * *

Announcement is made that the New York office and factory of the Irving-Pitt Manufacturing Company have been moved from 54-56 Franklin street to 428 Broadway. The company's increasing patronage made necessary this enlargement of its facilities. The new office is located most advantageously.

Richmond, Va.

James B. Leath, proprietor of the Business Equipment Sales Company, and head of the Leath Sales Company, Inc., in the Power building, states that he is now handling the Proudfit line of loose leaf devices in Richmond and Petersburg, Va., where he says business conditions are good.

San Francisco, Calif.

C. E. Harmon, formerly the New England representative for the Sam'l C. Tatum Company, has been transferred to the Pacific coast with headquarters in San Francisco.

* * *

Chris. Linder, special representative for the McBride's Company, is out of town on a short business trip.

* * *

Dixon & Fish Co. have taken the agency for the Jones line of ledgers for San Francisco and vicinity.

THE MOST SERVICEABLE OFFICE DESKS

Roll Tops
Flat Tops
Typewriter Desks
Standing Desks
Teachers' Desks

Imperial Desk Company
Evansville, Indiana

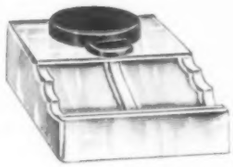
EVER SHARP

EVERSHARP IS ESTABLISHED

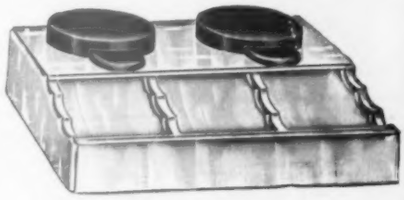
EVERSHARP is sold around the world the year 'round, just the same as blank books or letter files, but at the holiday season Eversharp has a particularly large volume of sales. Our national advertising has brought remarkable results for our dealers. We have quadrupled our factory capacity and if you place your orders immediately we can deliver the goods in time for the holiday trade.

EVERSHARP PENCIL CO., Peoples' Gas Building, CHICAGO
CARDINELL, VINCENT CO., San Francisco, Calif., Sole Pacific Coast Agents

"GEM" INKSTANDS



(Pat. Nov. 5, 1912)
No. 50. Each **$0.50**



(Pat. Nov. 5, 1912)
No. 100. Each **$1.00**

With Combination Pen and Rack and Tray — New in Design and Construction — Made on new lines
Keeps the ink clean and fresh — Always inks the pen just right — Cover is provided with stops and cannot stick
Cover has depending flange within the reservoir which holds it firmly in place

Write for Trade Discount and Catalog of Complete "Gem" Line

CUSHMAN & DENISON MFG. CO., 240-242 WEST 23d STREET NEW YORK

The IDEAL

The Machine That Safeguards Your Shipments

Accurate tests made by Ford Motor Co., (70 Ideals in use), Standard Oil Co., Armour & Co., H. W. Johns-Manville Co., Thos. A. Edison, Inc., U. S. Army and Navy—by giant industries, as well as small shops and stores—prove that it is quicker, safer and cheaper to use the Ideal Stencil Machine than the old, smeary brush and pot or costly unsafe paper tags and labels for marking your shipments.

One of the three model machines cutting large, medium and small stencil letters, will fit your business. **The IDEAL pays you back in six months if you advance its cost!**

Without obligation or cost we'll send you a "From" stencil of your own name and a copy of the valuable shipping efficiency book "SAFEGUARDING YOUR SHIPMENTS." Write.

IDEAL STENCIL MACHINE COMPANY
151 IDEAL BLOCK, BELLEVILLE, ILL., U. S. A.

We are Manufacturers of
CLOTH INDEX TABS
and make a very complete line suitable for retailing in stationery stores. Moderate price. Good margin to stationers. Write for our latest sample card and discounts.
THE PRUDON SPECIALTY MFG. CO.,
921 Dermott St., North Bergen, N. J.

Established 1875 Incorporated 1900 Still at it 1916

We Make Covers

For Typewriting, Computing and all Other Kinds of Machines Having Bright and Polished Surfaces.

OFFICE FURNITURE and *everything* with *bright surface* should be so protected. We are large manufacturers of these goods and believe we make the greatest quantity and variety.

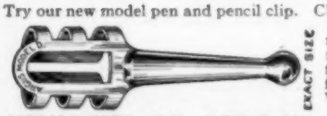
Send us *Sample* or *diagram of your article* and we will quote you prices and send sample of the material.

No article too large or *too small* for us to make and figure upon.

THE WILEY, BICKFORD, SWEET CO.
The Wm. H. Wiley & Son Co. Division,
HARTFORD - - - CONNECTICUT

"ARGUS" PEN AND PENCIL CLIP

Try our new model pen and pencil clip. Cheapest clip with ball point. Made in two sizes, from rust-proof spring brass, nickel plated and highly finished. Will fit any size fountain pen and pencil. Write for prices.

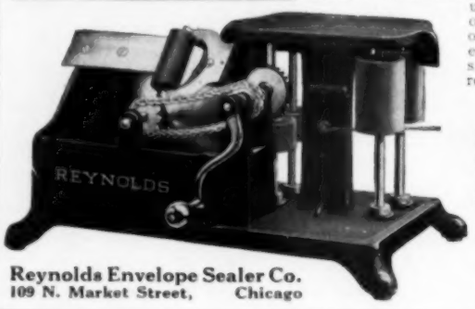


ARGUS MFG. CO., 128 S. Honore St., Chicago, Ill.

DEALERS

SELL THE REYNOLDS

ENVELOPE SEALER because it is so simple and durable it makes them the best profit and the most friends. Hundreds have been in use five years or more without a cent of expense for supplies or repairs.



PRICE
$35

Size 7x8x14 inches. Weight 21 pounds. No adjustments.

Reynolds Envelope Sealer Co.
109 N. Market Street, Chicago

FURNITURE

Chicago, Ill.

M. Wulpi, commissioner of the Central Bureau of Affiliated Furniture & Casket Manufacturers, has issued a bulletin entitled "Twelve Things We Should Know," the first six of which are as follows: Every sale made at cost reduces the profit on one profitable sale 50 per cent. Every sale made at less than cost consumes the entire profit of at least two profitable sales. A business that does not show a net gain of 10 per cent on total volume of business is not making good. If you are not figuring at least 10 per cent depreciation and 6 per cent interest on your total investment you are fooling yourself into thinking that you are making money. Depreciation and interest are the two items that keep the average man from going to the wall until his equipment is worn out. If you are not paying yourself a good salary each week as manager of your family an injustice and wrongfully reducing cost of production.

Los Angeles, Calif.

The Pierce Desk Company has taken a lease on a large store adjoining its present one at 732 South Spring street.

Memphis, Tenn.

Frank H. McCormick advises us that he has been appointed exclusive Memphis agent for the General Fireproofing Company of Youngstown, Ohio. Mr. McCormick's address is 836 Bank of Commerce & Trust building, and he operates under the firm style McCormick, Office Equipment Specialist. Mr. McCormick also handles filing supplies, loose leaf devices, etc.

Muskegon, Mich.

C. E. Wilson, sales manager of the Shaw-Walker Company, recently attended the stationers' convention at Atlanta, Ga. At the close of the convention Mr. Wilson made a brief tour of the principal southeastern cities.

* * *

L. C. Walker, president of the Shaw-Walker Company, of this city, spent the early part of last month in New York City on business.

San Francisco, Calif.

Mr. Craig, salesman for the F. W. Wentworth Company, has just returned from the border and resumed his work with his company.

* * *

Mr. Hughes, representing the Weis Manufacturing Company, is in San Francisco calling on the trade.

* * *

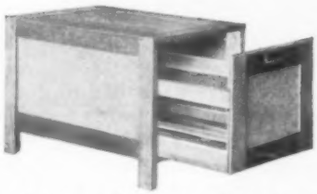
Mr. Wentworth, of the F. W. Wentworth Company, reports that the sale of office furniture has been especially good for this time of year and that his company is doing a very satisfactory business. The basement of the Library Bureau has been finished off and converted into an elegant showroom for all kinds of office furniture.

Zanesville, Ohio.

Melville Mundell, district manager for the Safe-Cabinet Company of Marietta, Ohio, spent the week October 2 to 7 in Zanesville, having charge of his company's exhibit at the Rotary Industrial Exposition there. Mr. Mundell reports it as a paying proposition, as all publicity is, for he obtained a number of live prospects and sales during the exposition.

Make More Money on Pullout Transfer Cases

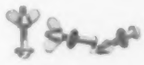
A two double-drawer case without legs for **cards.**



A large single-drawer with legs for **papers.**

Our line of drawer style pullout transfer cases costs you less, is greater value for the money and enables you to show a larger margin of profit. Each case is complete in itself and you pay nothing extra for tops and bases. Made in various sizes for Cards, Papers and Documents.

Drawers run on fibre rollers in front of opening.



Bolts furnished for bolting the cases into stacks.

No dealer should be without a stock. The busiest season, January 1st, is almost here. Write us quick.

There are still a few desirable locations in this and foreign countries in which we will give the exclusive sale of our goods to responsible dealers.

The Wabash Cabinet Co.

Main Salesrooms, Executive Offices and Factories

Established 1883 Wabash, Indiana

Manufacturers of highest quality Filing Cabinets, Systems and supplies for Filing Cabinets.

Every Sale Makes Another

Uhl Art Steel Furniture gives the office manager just the kind of long-lasting, space-saving equipment he is hankering for. Therefore, every office in your town is a "live" prospect for you to go after.

UHL ART STEEL **"The Quality Is Higher Than the Price"**

furniture practically sells itself. Every man who buys is so tickled he tells another, and then he buys. And then—*they just keep on coming.*

Here's what you want to recommend most: Typewriter Table Cabinets, "Little Dandy" Typewriter Stands, Catalog Stands, Typewriter Chairs, Bookkeepers' Stools, Adding Machine Stands, etc. These are absolutely the last word in convenience and take but little space. Never get loose jointed; are sanitary and last till the crack of doom.

Write for booklet. Get details of big advertising campaign that is telling prospective buyers about Uhl Art Steel Furniture.

15 Days Free Trial

The Toledo Metal Furniture Company

2683 Dorr St., Toledo, Ohio

A Life of Service

When B & G Desks leave our factory en route to the dealer's show room or eventually to the office of the user, they have been constructed for a life of service. The most durable materials have been used and careful, painstaking workmen have fitted them together.

All B. & G. Desks are of our patented knock down construction which reduces shipping costs and risk of damage in transit.

We manufacture roll top, flat top, standing and typewriter desks.

Catalog mailed on request.

Bentley & Gerwig Furniture Co.

Parkersburg, W. Va.

After Competitive Tests

20 SEALOGRAPHS

Purchased **IN ONE ORDER** by

FORD MOTOR CO.

This is ONLY ONE of hundreds of instances of

Sealograph Superiority

Seals envelopes of all sizes without adjustment.
SOLD ONLY after SATISFACTORY TRIAL.
Practically every trial results in a sale.
Progressive concerns everywhere use the Sealograph because it INCREASES EFFICIENCY and REDUCES EXPENSE.
SPECIAL PROPOSITION to DEALERS and AGENTS.
Interesting profits for LIVE SALESMEN—INVESTIGATE

SEALOGRAPH CO., 521 Southwest Blvd., KANSAS CITY, MO.

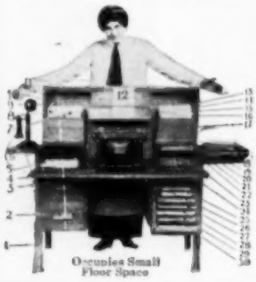
The "Anco" Pen and Pencil Clip

High quality—low price. Made in one piece of spring steel, ball point, heavily nickeled and highly polished. Write for prices

The Ansonia Novelty Co., Ansonia, Conn

THE SHORTEST TIME

between the first outline in the notebook and the last tap of the typewriter depends upon something besides "speed and accuracy" in typewriting.



Occupies Small Floor Space

The Byron Typewriter Cabinet

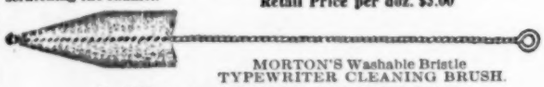
provides for a scientific arrangement of tools and material — an important feature when stenographic efficiency is considered.

DEALERS Write for catalog showing entire line of Byron Typewriter Cabinets and Tables. Your customers will find it interesting.

Byron Typewriter Cabinet Company
33 Washington Ave.,
Mt. Clemens, Michigan, U. S. A.

This Typewriter Brush Sells Rapidly Because

it is made right and the price is right. The bristles are non-breakable. The tapering end permits the brush to be inserted in the smallest openings without scratching the enamel. **Retail Price per doz. $3.00**



MORTON'S Washable Bristle
TYPEWRITER CLEANING BRUSH.

Send 20c for sample postpaid and ask for dealer's terms.

MORTON MANUFACTURING CO., Louisville, Kentucky

Just to remind you

of the fact that profit for you and permanent satisfaction for your customers lie in

Summit, Apex, and Cyclo

BRANDS OF

Typewriter Ribbons and Carbon Paper

and that we shall be glad to prove our contentions if you will but make the request.

No live dealer ever fails to investigate a proposition which promises permanent profits. There is no reason, is there, why you should not write us immediately?

UNION RIBBON & CARBON COMPANY

Main Office and Factory: Front and Laurel Sts., PHILADELPHIA

RIBBONS AND CARBONS

Chicago, Ill.

A correspondent of Office Appliances relates that while visiting a leading ink manufacturing house recently they bought 1,100 pounds of a blue coloring matter to use in the manufacture of ink. For this they paid $14 a pound. Under normal conditions this color would have cost about 40 cents a pound. In other words, in times before the war the cost of this amount of color would have been about $450, whereas under existing conditions the purchase came to something over $15,000.

Milwaukee, Wis.

The Crown Ribbon & Carbon Manufacturing Company has opened an office in Milwaukee. It is located at 601 M. & M. Bank building, and is in charge of J. M. Roblee. Although the office has been in operation less than one month it has already done some excellent business. Mr. Roblee is an able man, a high-grade salesman, and capable of fully maintaining the prestige of the Crown lines of ribbons and carbons in Milwaukee.

New York, N. Y.

C. H. Grebe, who for several years has been with the H. M. Storms Company, in the New York City field, has severed his connection with that house and is now associated with the firm of Gaston, Williams & Wigmore, 140 Broadway, large buyers for export in the office appliances field.

San Francisco, Cal.

W. E. Fites, of the Ink Ribbon Manufacturing Company, is in the east on a business trip.

* * *

E. S. Dearing, representing the ribbon and carbon lines of the Carter's Ink Company, was in San Francisco for a short time recently at the end of a trip to the northwest.

* * *

W. E. Barnes, of Mittag & Volger, is visiting the northern trade.

* * *

E. S. Lancaster, of San Francisco, returned to his headquarters here recently after a trip south.

McAvoy Makes Fine Record.

J. L. McAvoy, field manager of the Royal Typewriter Company, is one of the young men in the Royal organization whose record is regarded with especial pride by officers of that company.

Mr. McAvoy joined the field department of which he is now manager about six years ago, when he opened its first set of record and account books. Soon Mr. McAvoy found himself at the head of a small bookkeeping department, which grew rapidly until it was one of the largest in the company. In the meantime his ability, energy and enthusiasm were several times rewarded by promotion to added responsibilities, until an advance from chief clerk to assistant field manager gave him a chance to prove what he could do. His showing was so good that on September 1 he was made field manager.

THE EUREKA BLOTTER BATH and THE EUREKA SANITARY COPYING CLOTH

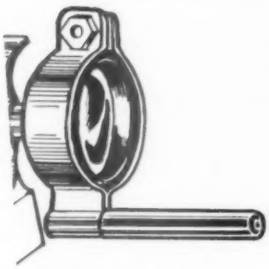
constitute a perfect sanitary system of letter press copies. The impregnated stone composition bath affords an absolutely even distribution of moisture to the cloth, at the same time precluding bad odor, mustiness or mildew. The wire net in the composition makes the bath practically unbreakable. They are furnished in all sizes from correspondence to waybill.

The patent chemical surface cloth which we furnish with non-raveling edge, insures clean cut copies.

There are more Eureka baths in use than all others combined.
Sold Exclusively Through Dealers
Write for the Eureka Booklet

THE EUREKA BLOTTER BATH COMPANY, 6215-17-19 Wentworth Ave., CHICAGO, ILL., U. S. A.

Turn E-Z



Patent Applied for

Clamps to platen knob.

With one motion of Turn E-Z a complete revolution of the platen is possible.

Great for filling in and for addressing envelopes.

Saves sore thumbs. Saves time and produces more work.

Established Dealers wanted. Write for offer.

THORP & MARTIN TYPEWRITER CO.

ESTABLISHED 23 YEARS

Boston, Mass., U. S. A.

Endorsed Everywhere

Once you have used your adding machine on this stand you would not part with it at any price.

Shipped on Free trial. Priced low and the best office "help" in the place. Moved easily and quickly and locked in any desired position. Largest firms and Banks in the country are users.

Let us send one on trial. Price $15.00

ADJUSTABLE TABLE CO.
57 Mt. Vernon Ave., Grand Rapids, Michigan

The Chicago Glass Desk Pad

Absolutely Dust-proof

THE Chicago Glass Desk Pad provides a smooth, hard writing surface, protects the desk, is strictly sanitary and improves the appearance of the office.

The glass which extends to the edge of the pad and leaves neither pockets nor cracks to collect dust, is made of plain and beveled glass, and rests on a leatherette base. The glass can be raised easily without being pushed over top of desk or table.

Price $3.00 to $7.00 Attractive terms to dealers.

CHICAGO MIRROR AND ART GLASS COMPANY
Established 1890
216-220 N. Clinton St., CHICAGO, ILL.

TRINITY CARBONS AND RIBBONS
LET US SELL YOU SOME

CARBON PAPER SERVICE

A two cent stamp will get us together.

Standard Carbon & Ribbon Co., Inc.
New York City

Business as Usual During Alterations to Map of Europe

Let the Moore Push-Pin Girl Sell For You

No 1

This clever little sales girl, appearing in leading magazines, is creating a wonderful demand everywhere, and big profits for you.
We will send one for your Counter FREE.

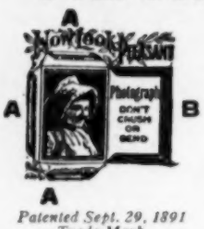
Moore Push-Pins
Glass Heads, Steel Points

Moore Push-less Hangers
The Hanger with the Twist

Our advertising appropriation has been increased many thousands of dollars to quickly move these popular and profitable Moore Push devices.
Sold in handy 10c packets
Free samples, Booklets, Prices on Request.

Moore Push-Pin Co., 121 BERKLEY ST. PHILADELPHIA, PA.

Your Jobber Has Them



Patented Sept. 29, 1891
Trade Mark
Copyrighted Jan. 28, 1895

LAVETTE'S
Patent Photo-Mailing
Envelopes

For carrying safely in the mails photographs, cards and other flat articles in danger of crushing.

For samples, prices, etc., write to

H. C. LAVETTE
224 S. Jefferson St. CHICAGO
ESTABLISHED 1891

MAP TACKS

Cloth covered Heads in two sizes and thirty-three Colors. Dealers interested send for samples. We specialize on Maps and appliances for Maps. Send for catalogue.

JOHN W. ILIFF & COMPANY
352 N. Michigan Avenue Chicago

The Banker's Clasp—An office necessity. Your customer will thank you for suggesting its use. Retails for 15 cents. Ask your jobber or write us.
THE BANKER'S CLASP CO., 3671 Lafayette Ave., St. Louis, Mo.

Either Agency or Price Protection Proposition

KEYSTONE CARBONS
AMITY RIBBONS
For All Purposes.

R. A. BECK, GENERAL SALES AGENT
727 South Dearborn Street, CHICAGO
New York, New Orleans, Los Angeles

The Way to Carry Catalogues

The "Zenith" Catalogue Cover is an ideal means for carrying catalogues, price lists, photographs, etc. It is an end-locking, non-protruding sectional post binder and has aluminum caps. The handles are round and anchored securely to the covers, making the "Zenith" a convenient and durable catalogue carrier. The posts are in ½-inch sections, so that the contents are always held in neat and compact form. "Zenith" covers are made in any size and in various styles of binding.

Write for our complete catalogue of the "PERFECT" line.

CHICAGO BINDER & FILE CO., 118 S. Clinton St., Chicago

CATALOGUES

Macey Filing System Supplies catalogue No. 7318 has just come from the press and is now being mailed to interested parties. While this catalogue lists all the standard Macey office filing and card record forms and supplies, it also devotes considerable space to reading matter, explaining the uses of the various types of indexes, including the Macey Perpetual, and has a number of colored illustrations. Many pages are devoted to special card record forms which are carried in stock. All of these are illustrated by cuts, beside each of which is found a description of the card.

* * *

The Evolution Phone Company, Inc., manufacturers of the Theraphone, New York City, have sent out several interesting circulars describing theraphony. The Theraphone, it appears, is an improved receiver earcap which is said to give better sound productions and clearer hearing over the telephone. It is said that with the use of this earcap the sound waves are transmitted to the ear in such a way as to promote better hearing. Accompanying the folder are several cards describing the advantages of the Theraphone.

* * *

Office Appliances has received from the Shaw-Walker Company a new price list, effective October 1, to be used with Catalogue No. 520. This price list covers steel and wood filing cabinets and supplies for all files. It is gotten up in attractive form, covers the ground thoroughly and contains twenty-four pages. Complete information is given concerning prices, terms and ordering, the Shaw-Walker creed and the Shaw-Walker guarantee.

* * *

One of the handsomest dealer catalogues which have come to our attention for some time is that of F. F. Hansell & Bro., Ltd., of New Orleans, La. This is a book of 156 pages, nearly the size of an average issue of Office Appliances. It contains a useful list of staple stationery goods, school supplies, office and laboratory furniture, safes, etc. It is beautifully printed, and contains a number of handsome inserts in colors.

* * *

A clever folder entitled, "The Corona in the Country Home" has recently been issued by the Corona Typewriter Company of Groton, N. Y. This folder pictures a young man using his Corona in the enclosed porch of a country residence. The machine rests upon a wicker table and goes well with the potted palm and books on the table. A pretty young woman is looking approvingly at the machine and operator.

* * *

The Transo Envelope Company has favored its friends with a folder containing a blotter series of Transo envelopes, illustrating the ingenious and practical construction of their lines. A return post card is enclosed in the folder for the convenience of customers and inquirers of the Transo lines.

* * *

The Stow Davis Furniture Company has issued a handsome seventy-two-page catalogue of its period designs in office and bank furniture. This catalogue is supplemented by Wholesale Price List No. 26.

BUCK-SKIN IMPRESSIONS

are fadeless. Buck-Skin gives you the kind of service you always thought you *could* have.

State your carbon requirements and samples for your purposes will be submitted.

Buck-Skin TRADE MARK

BUCK-SKIN carbon papers do not smear, wrinkle or off-set. They wear well, preserve their texture and make lasting records. Buck-Skin ribbons do not dry out, fill type or fade. They give brilliant, sharp impressions and they stand up to the work.

F. W. NEELY COMPANY

508 S. Dearborn Street, CHICAGO, ILLINOIS

No. 3 Combination Typewriter Stand

Ideal Tubular Stands

are now used by practically all leading manufacturers of office machinery of every kind for which a stand is necessary.

If you are interested in a stand that will increase the value of your product, send us your specifications and we shall be pleased to submit sample with quotations at our risk.

The cuts herewith show but two of a great variety of styles.

Cut at left shows model No. 3 combination portable and rigid typewriter stand. Same model with all its advantages will be furnished for any other office machinery.

Mount your machine on our stand, roll it to your work, throw the crank to other side, and you have a rigid stand.

Write for circular with prices and discounts.

Burroughs Adding Machine On Our Stand

Fowler-Manson-Sherman Cycle Mfg. Co.

1447-1455 W. Austin Ave., Chicago

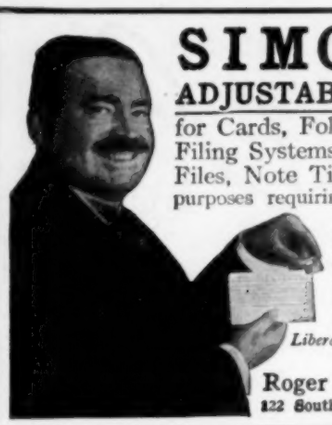
An Attractive Typewriter Desk

This desk has been designed so as to give the maximum desk of efficiency and to be an ornament as well. It is made of carefully selected lumber thoroughly kiln dried. It is not expensive.

This is just a sample of the Tell City Line. Upon inquiry we shall send you a catalog showing the entire line in detail. Every dealer in office desks should have this catalog on file.

TELL CITY DESK CO.

TELL CITY, IND.



SIMONSON
ADJUSTABLE METAL TIP
for Cards, Folders, Card Indexes, Filing Systems, Follow-up, Check Files, Note Ticklers and all other purposes requiring an Adjustable Tip.
Slips easily on and off but holds with firm grip. Has removable name slip, lasts indefinitely and does not mar card or folder.
Liberal Quantity Terms to Dealers. Samples Free.
Roger A. Simonson & Co.
122 South Michigan Ave., CHICAGO

SLIGHTLY USED
MULTIGRAPHS At 1-3 COST
Guaranteed for Two Years
RUSSELL E. BAUM, Bourse Bldg., Phila., Pa.

The Automatic Card Press
has demonstrated to many purchasers its profitable operation on card printing
DON'T Lose Money. DON'T
tie up large presses on small work. Install our hand or power Automatic Self-Feeding Card Printing Press. It prints 100 per minute, 6,000 per hour, perfect register for color work. Prints cards in sizes ½ x 2 inches up to and including 3½ x 5½ inches, and from 2-ply up. Let us send you our free booklet No. 8. Supply houses, get our trade discounts. S. B. FEUERSTEIN & CO.
Patentees & Mfrs., 542 W. Jackson Blvd., Chicago

SAVES TIME—KEEPS STATIONERY CLEAN
STANDARD VIKING ALL-STEEL STATIONERY FILE

Fits the desk drawer or used alone with metal cover. File holds envelopes, legal and letter, half letter, carbon copy, billing paper, and stamp box. Trays hold longest paper 14 inches, with Patent adjustable stops for shortening. Size, 9x3½x19 inches. **Price $5.00**, with Metal Cover add **$1.00** extra. Order today.
New dealers offer. Beware of imitations. Patents by
VIKING SALES CO., MINNEAPOLIS, MINN.

HIGHEST EFFICIENCY
IN THE DISTRIBUTION OF YOUR CORRESPONDENCE
CAN BE OBTAINED
BY USING
The Bristow Radial Distributor

MODEL 8 PRICE $5.00
Clears the Desk of Baskets and Trays
The above cut illustrates our Model 8 Distributor when fully set up. Any number of compartments less than eight are obtained by leaving out some of the partitions, all of which are removable or insertable at will. Size of base, 12 in. x 6½ in. x 3½ in. All metal construction—finely finished.
An Indispensable Feature of Every Well Equipped Office
If the size shown above is not suited to your needs send for our circular illustrating the other sizes.
Liberal proposition to dealers and office outfitters.
FREDERICK BRISTOW
54 Lawrence St., Newark, N. J.

HOUSE ORGANS

"Demonstration," the house organ of the L. C. Smith & Bros. Typewriter Company, leads off in its October number with an account of the winning of the National Amateur Dictaphone championship contest by Miss Irene Steiger on an L. C. Smith machine. A handsome full-page illustration of the company's booth at the Chicago business show is also presented. Winifred Sackville Stoner contributes a thoughtful and valuable article on "The Typewriter in the Home," an article which every typewriter salesman should read. Other interesting articles, illustrations, cartoons and news of the organization combine to make an interesting number.

* * *

The October number of "Standard," the organ of the Boorum & Pease Company of New York, is a pre-convention issue which makes a strong appeal to members of the trade to interest themselves in the affairs of the National Association of Stationers and Manufacturers and to attend the Atlanta convention. Other articles cover such subjects as "The New Store," "Market Conditions," "Value of Records," etc. Interesting collections of Boorum & Pease loose leaf assortments, including address books, holiday assortments, memorandum books, etc., are shown by illustration. Several valuable accounting forms are also presented.

* * *

Office Appliances welcomes the reappearance of the Oliver Bulletin, the organ of the Oliver Typewriter Company. The Bulletin this month appears in a new dress, larger than heretofore, the pages being about the size of those of this magazine. The October issue leads off with a fine half-tone cut of the company's exhibit at the Chicago business show, with a descriptive paragraph following. Other features of this number include a report of the dinner of the Red Circle Club in Chicago—an Oliver organization—and an interesting lot of news items and illustrations of Oliver activities.

* * *

The Layman Printer, published by the American Multigraph Sales Company, is taking up a campaign to secure an amendment to the postal laws whereby some plan may be adopted for the prepayment of postage on return postal cards. A recent issue quotes a number of letters which have passed on this subject between the authorities at Washington and a reader of The Layman Printer in St. Louis. Those having suggestions on the subject are invited to write to The Layman Printer, East Fortieth street and Kelley avenue, Cleveland, Ohio.

* * *

The Yawman & Erbe Manufacturing Company, in "The Y. & E. Idea" for October, presents a number of valuable articles by Charles Slemin, sales manager; Elbert Wortman, advertising manager; R. E. Harris of the system department; F. J. Yawman, secretary; Gustav Erbe, general manager, and other members of the organization. The issue is beautifully printed and handsomely illustrated.

"K.B." BLANKS

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SECURITIES AND ALL PAPERS OF VALUE

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Two Sizes

Twelve Finishes

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12 x 8 x 6"—Weight 10 lbs.—Three finishes.

Our extensive advertising campaign on Waste Baskets and Boxes is creating an unprecedented demand for these items. ORDER EARLY.

ERIE ART METAL CO.
ERIE - PENNSYLVANIA

A Full 100% Expansion

Every screw and every sleeve is full length of post, thus assuring 100 per cent expansion. No others like them.

A trial order will prove the superiority of Barrett Posts and Sleeves. Accurately made from our own exclusive designs.

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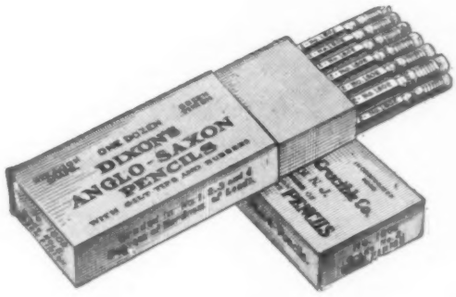

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Firm, smooth leads in four degrees. Rubber tipped, round and hexagon shapes. Green and yellow finishes.

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World's Largest Makers of Check Protecting Devices.

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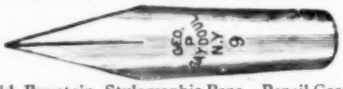
Imprint Work a Specialty



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for fastening letters, orders, invoices, deposit slips and other papers. It is easy to use and holds papers firmly without possibility of slipping. Used constantly by concerns who capitalize the importance of simplicity and system.

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NEW RIVAL SELF-FILLER Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

RIVAL NON-LEAKABLE—Perfect fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument. Can be carried in any position without leaking.

RIVAL DROPPER FILLER—From No. 1 to No. 8 plain, chased, gold mounted with bands and sterling silver and gold filled filigree mountings. Very appropriate for Holiday trade.

SPECIAL FACILITIES FOR REPAIR WORK.

Catalog illustrating our full line and giving Prices and Discounts will be sent to dealers on request. WE FULLY GUARANTEE EVERY PEN.

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Office and Factory **35 Ann Street, New York**

FOREIGN TRADE SOLICITED.

PATENTS

Paragraphic Record of Recent Inventions in the Office Appliance Field.

Copies of any one of these patents can be obtained by sending 15 cents in stamps to E. G. Siggers, patent lawyer, Suite 33, N. U. Building, Washington, D. C., and mentioning Office Appliances

1,186,575. Cash Register. Woldemar Reinhold Heinitz, Chemnitz, Germany, assignor to The National Cash Register Company, Dayton, Ohio, a corporation of Ohio.

1,186,633. Inkstand. Frank A. Weeks, Plainfield, N. J.

1,186,835. Adjustable Calendar. Jarrot L. Rollins, Colfax, Cal.

1,186,872. Account Book. Charles Levy Zimmerman, El Paso, Texas.

1,186,912. Book Lock. Frederick Klein, New York, N. Y.

1,186,941. Electrically Operated Typewriter. Paul C. Rawls, Des Moines, Iowa, assignor to Ernest Hausverg, Charles City, Iowa.

1,186,951. Pencil Sharpener. Gustave J. Sengbusch, Milwaukee, Wis., assignor to New Era Mfg. Company, New York, N. Y., a corporation of New York.

1,186,983. Pencil Clip. George W. Heath, Newark, N. J.

1,187,012. Desk Calendar Stand. Leo C. Ruten, Quincy, Ill.

1,187,018. Pencil. Lewis H. Sondhein, New York, N. Y.

1,187,086. Loose Leaf Binder. William Jordan Paul, Jersey City, N. J., assignor to Paul, Siewers and McKay, New York, N. Y., a corporation of New York.

1,187,124. Typewriter Carriage Return Mechanism. Neal Larkin Anderson, Winston-Salem, N. C.

1,186,469. Counting System. William J. Crumpton, Superior, Wis., assignor by mesne assignments, to William R. Heath, Buffalo, N. Y.

1,186,470. Loose Leaf or Card Index Device. Kenneta L. Eddy, Chicago, Ill., assignor by mesne assignments to Automatic Utilities Company, Chicago, Ill., a corporation of Illinois.

1,186,492. Platen for Typewriting Machine. William Redford Mulock, Winnipeg, Manitoba, Canada.

1,186,512. Combined Typewriting and Computing Machine. Frederick A. Hart, Newark, N. J., assignor by mesne assignments to Underwood Computing Machine Company, New York, N. Y., a corporation of New York.

1,186,516. Typewriting Machine. Adolp G. Kupetz, New York, N. Y., assignor by mesne assignments to Underwood Computing Machine Company, New York, N. Y., a corporation of New York.

1,186,520. Combined Typewriting and Computing Machine. Burnham C. Stickney, Elizabeth, N. J., assignor by mesne assignments to Underwood Computing Machine Company, New York, N. Y., a corporation of New York.

You Get 35% to 60% More 'Phone Service

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Costs Little—Soon Earns 1000%

Gun Metal Case, Hardwood Base, $3.50

DEALERS: This clever device is making an instantaneous success under above broad claim. Thousands already in use by prominent concerns. You can share in the distribution. Ask for particulars.

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FEATHERWEIGHT EYESHADE

The shade that takes your eye and keeps it in good health.

Light Weight, Adjustable, Durable, Hygienic, Healthful. No metal or elastic band to press or bind the head. Opaque for artificial light. Transparent for natural light. Lies flat when not in use, thus preventing being crushed out of shape by accident; can be carried in hat or rolled up in a small package to carry in the pocket. Visor wider than other shades. We recommend the opaque for those wearing glasses.

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COMPLETE 50 $

2 X 3½" SCREW PRESS, SUPPLIES, INSTRUCTIONS.

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—the handy package. There is no danger of breakage, no especial care needed in wrapping. They provide the cleanest and most convenient method of using adhesives. Keller's Mucilage, Office Paste and Liquid Glue are put up in Keller's Spreader Tubes.

DEALERS—Give Keller's half a foot of display space in your show case. You will find in them a steady profit producer and we will find in you a steady customer. Write today for our proposition.

The Robert Keller Ink Co.
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Acme Gold Pen Co.

Established 1884

Manufacturers of Fine Gold Pens

Gold Pens for Fountain Pens a Specialty.

Repairs on Gold Pens, Fountain Pens, Pencils, etc. promptly attended to.

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35 Ann Street, New York

Erases Ink Quick!

Like a Magic Wand

The *RUSH-ERASER*

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Is the first Ideal Ink and Typewriter Eraser

SELLS AT SIGHT

Price 50c

Indispensable to Stenographers, Bookkeepers, Bankers, and all Users of Pen and Ink.

Made in Solid Gold, Sterling Silver, Solid Gold Plate

One stroke and the wrong letter or blot disappears, leaving paper smooth and clean.

This Flexible Diamond Brush Has Over 10,000 Diamond Points. "That's The Reason."

No Rubber, Acid or Blades.

Used by U. S. Government, Navy and State Departments.

Elegant Display Sign in Gold and Silver for the trade.

As an *imprint* high grade advertising novelty that will appeal to the recipient and have lasting advertising value, the RUSH-ERASER has no equal.

A high-grade, rapidly-selling, guaranteed office specialty. Sample, gold plated, sent postpaid for **50c** in stamps and the name of a dealer.

Retailers and specialty men: Write for particulars.

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PATENTS

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Difficult and rejected cases specially solicited. No misleading inducements made to secure business. **Over 30 years'** active practice. Experienced, personal, conscientious service. Write for terms. Book free. Address

Specialty:—Typewriting and Adding Machines

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The clean-cut writing of distinctive appearance and the long wear obtained from our Typewriter Ribbons give the user extra ribbon satisfaction.

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536-538 So. Clark St. CHICAGO

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The "Satellite" Typewriter Stand

We are advertising in magazines reaching the consumer that we are sending the "Satellite" on 30 days' free trial.

Every mail brings us orders. We want this trade to go through the hands of our dealers, certainly if we can sell by mail, you can place these economy savers and efficient office assistants on trial by personal solicitation. The profit is yours if you will go after it.

Send for our dealer's proposition and order a sample dozen, then see how easy they sell.

One of the best profit makers in your store. They are used by many of the largest offices in this country.

Write today.

Adjustable Table Co.

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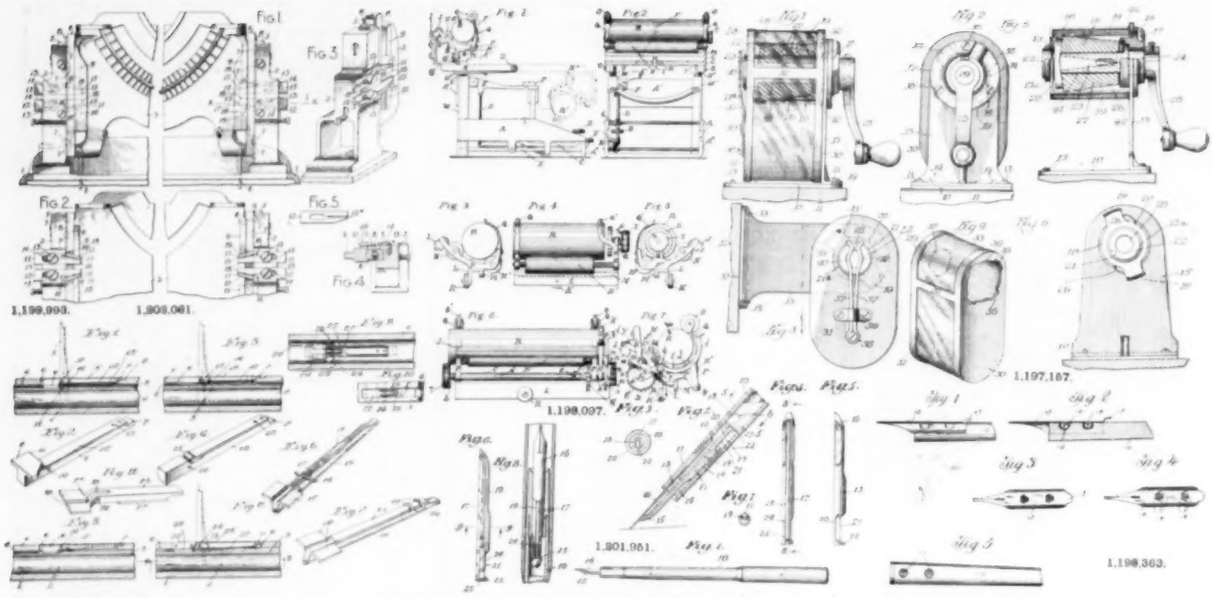
Grand Rapids Michigan



No. 1,203,061—Improvements in typewriting machines, relating particularly to stop devices for case-shifting typewriters; patented October 31, 1916, by George A. Seib, Ilion, N. Y., assignor to Remington Typewriter Company, of Ilion, N. Y.

No. 1,199,993—Fountain pen; patented October 3, 1916, by George M. Kraker, of Kansas City, Mo., assignor to Kraker Pen Company, of Kansas City, Mo.

No. 1,198,097—Improvements in typewriting machines; patented September 12, 1916, by Charles W. Barnaby, of New York, N. Y.

No. 1,201,951—Fountain pen; patented October 17, 1916, by William I. Ferris, of Westfield, N. J., assignor to L. E. Waterman Company, of New York, N. Y.

No. 1,197,157—Pencil sharpener; patented September 5, 1916, by Charles C. Spengler, of Rockford, Ill., assignor to Spengler Brothers Company, of Chicago, Ill.

No. 1,198,363—Penholder; patented September 12, 1916, by Oliver P. McKee, of Waukesha, Wis.

Chicago, Ill., assignor of three-eighths to William Neil, Jr., and three eighths to H. P. Caufield, Chicago, Ill.

1,185,924. Manuscript Holder. William W. Mullendore, Fountain City, Tenn.

1,185,993. Return Envelop. Yoshitaro Fujioka, San Francisco, Cal.

1,186,040. Pencil Lengthener. William Robinson, New York, N. Y., assignor to Eberhard Faber Pencil Company, Brooklyn, N. Y., a corporation of New York.

1,186,140. Interest Calculating Machine. Chester J. Smith, Jamestown, N. Y.

1,186,216. Appliance for Typewriters and the like. Eduard Marek v. Marchthal, Vienna, Austria-Hungary, assignor to Siemens & Halske, A. G., Berlin, Germany, a corporation.

1,186,239. Ink Well. William J. Somerville, Cleveland, Ohio.

1,186,240. Ink Well Support. William J. Somerville, Cleveland, Ohio.

1,186,268. Typewriter Platen. Charles W. Barnaby, New York, N. Y.

1,186,331. Backbone Cover Attachment for Books. John Russell Pope, New York, N. Y.

1,186,369. Pneumatic Well for Ink and Mucilage. Bronson Barlow, Chicago, Ill.

1,186,546. Accounting and Check Delivering Mechanism. Fred M. Carroll, Dayton, Ohio, assignor to The National Cash Register Company, Dayton, Ohio, a corporation of Ohio.

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Equipped With Decimal Tabulator for Which no Charge Is Made.
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BLICKENSDERFER TYPEWRITERS

VISIBLE WRITING
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LIGHT ACTION
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THE "MODERN" DUPLICATOR

Known throughout the world for its Simplicity, Durability, Efficiency and Low Price.

It contains no glue or gelatine, hence is efficient in any climate.

Applications now being received for Exclusive Foreign Territory.

Duplicator Composition, Inks and Supplies furnished to Foreign Dealers wishing to market under their own name.

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The Executive's Time Is Saved

—the time which is the most expensive — through regular use of the

"EFFICIENT MAIL DISTRIBUTER"

Mail and papers can be distributed with it more quickly than by other methods. Its six, eight or ten shelves, in easy reach of the user, do away with desk trays which take so much of the desk space. The concentration of shelves in a restricted space avoids loss of time in reaching to various parts of the desk. Its actual desk space is about one square inch.

The "EFFICIENT" is manufactured of rubber-black enameled steel —hard baked—erected or dismantled in a few seconds.

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Introduce this device in your territory. It sells rapidly.

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A 200 room hotel, completely furnished and equipped. 150 rooms with private bath. An Ideal Location. Absoluteiy Fire Proof.

Rates, $1 and $1.50 without bath, $1.50 up with bath.

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"FAULTLESS" Pen and Pencil Clips

GUARANTEED

Made in three sizes—Pencil, Medium and Large Pen sizes. Mounted three dozen on a card in any assortment desired.

Finished in Ebony black, which is new and exceedingly durable. Heavy bright nickel Electro gold plate. For neatness and practicability this clip has no equal.

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100 Different Lines

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Multigraphs, Adding Machines, Office Devices at half price and less

Rebuilders of typewriters, adding machines, time clocks, dictaphones, duplicating machines, new and second hand office furniture and safes. We enjoy facilities which enable us to make low prices. The goods are cheap in price only.

Write for price list today. It will save you money.

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BEST BANK OFFICE PENS ARE PARSONS' SILVER PLATED PENS

because they wear so long without corroding and write so smoothly; some last over a month in daily use. Trial gross orders have had 25 gross at next order. Sample doz., assorted, 10c. Gross, $1.50 prepaid. Liberal Discounts to Trade on Pens, Coin Wrappers, Coin Bags and Bill Straps.

NON-RIPPING COIN BAGS

We have sold over 700,000 of our Bags; Made of heavy cloth and double-stitched, so don't rip. All are neatly printed. 20 sizes. Free samples. Liberal trade discounts, or special sizes made. Address

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THE RECORD OF TRINER SCALES

in service, substantiates every claim we have made for their superiority. There is good reason for their extensive sale.

The principle employed in Triner Scales is quite different from those used in all other makes.

GEM POSTAL SCALE
Capacity, 1 pound by ½ Ounces.
IDEAL POSTAL SCALE
Capacity, 2 pounds by ½ Ounces.
SUPERIOR POSTAL SCALE
Capacity, 4 pounds by ½ Ounces.

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must bear the cold, critical scrutiny of a busy man. If a **Peerless Patent Book Form Card** has been sent in as your representative, you have submitted to his attention a card that will command his admiration, compel his acknowledgment that a man of quality waits for an audience, and create an impression that the man who sent in that card is worth seeing and his business worth hearing.

Peerless Patent Book Form Card

stands out as the one great card improvement of the century. The marvel of it is that when the cards are detached all edges are absolutely smooth. Your cards are always together, always clean, unmarred, perfectly flat, and elegant. You cannot appreciate their uniqueness without actually seeing them. Send for a sample book today and detach them one by one.

Appearance of our Neat Cards in Case.

The John B. Wiggins Co.
ESTABLISHED 1857
Engravers Plate Printers
Die Embossers
1104 So. Wabash Ave., Chicago

WANT ADVERTISEMENTS

HELP WANTED.

TYPEWRITER REPAIRMAN—Young man with rebuilding experience. Write Fort Worth Typewriter Exchange, 1202 Main St., Fort Worth, Texas.

WANTED AT ONCE—Outside city salesman to handle office equipment. Young married man preferred. Attractive territory, good salary and commission. Grant's Book Shop, Utica, N. Y.

WE HAVE AN OPENING for a man that thoroughly understands office furniture and filing systems in a city of good size in the state of Ohio. Apply, stating experience, salary wanted, etc., to Z-14, care Office Appliances, Chicago.

TWO TYPEWRITER REPAIRMEN wanted to work on all makes in best equipped rebuilding shop in south. Good opportunity for men of right quality. Prefer those from 25 to 35, single, but will consider all applications. State experience and give references. Marble City Typewriter Co., Knoxville, Tenn.

WANTED—Competent salesman to handle Remington-Wahl machines, new and second-hand typewriters and typewriter supplies. Salary and commission. Good opening for a live man. Write, giving experience and references, A. Milne Fraser, Halifax, Nova Scotia.

WANTED—Experienced office supply and printing salesman for city sales. When applying give references. Also experienced bank supply and lithograph salesman for developed country territory. Give references with first letter. Brown, Blodgett & Sperry Co., St. Paul, Minn.

LOCAL AND TRAVELING SALESMAN for Transo (transparent face) envelopes; every business house a possible customer; exclusive agency given; commission basis; prefer men now selling office supplies or labor saving devices. Transo Envelope Co., Chicago

SITUATIONS WANTED.

WANTED—Position with commercial stationery house by young married man; eight years' experience in selling. Also familiar with printing. Address E-11, care Office Appliances, Chicago.

EIGHTEEN YEARS' MARKETING EXPERIENCE available to a growing concern with a real opportunity for a seasoned sales executive. My record shows consistent results. Nine years in present connection directing the sales of nationally known specialty. Address C-10, care Office Appliances, Chicago.

YOUNG MARRIED MAN thoroughly versed in printing and office supply business wishes to identify himself with some concern in a growing city, west preferred. Will invest some money if proposition upon investigation justifies. Address A-9, care Office Appliances, Chicago.

IF YOU ARE LOOKING for a thoroughly experienced man to take charge of your stationery office supply, office outfitting store and your store is in a live city in the middle west, central or southern states, let's hear from you. Printer; married; absolutely sober. I can sell the line and show other salesmen how to do it. Address V-18, care Office Appliances, Chicago.

COLLEGE EDUCATED YOUNG MARRIED MAN, part owner and manager of printing plant just sold will locate where hard work is rewarded with exceptional opportunities. Advertising and salesmanship that get money results. Crank on system. Plenty references. Not a printer by trade. Know benefits and operation of cost system and can estimate. Familiar with office supplies and paper. Address B-14, care Office Appliances, Chicago.

TRAVELING POSITION WANTED by man who has thorough knowledge of stationery, office supply, office outfitting lines and who has personal acquaintance with every book, stationery, office supply, office outfitter and printer in the central and middle west. Now employed; not satisfied; will change January 1st, or thereabouts; willing to travel; married; no booze or cigarettes; not broke; have successful sales record and can produce. Any line that sells to the above dealers given consideration. Address D-15, care Office Appliances, Chicago.

Wanted—Loose Leaf

SALESMAN

to travel for Chicago concern. Man with broad experience in this line only considered. Must show (not only in talk) but on investigation, a clean and successful selling record, before being employed.

If you know your business and can prove it, here is your opportunity for something worth having.

State in first letter full particulars of your record, your price, salary or commission and past employers. References, correspondence strictly confidential.

Address Nelson Corporation

4116 Ravenswood Avenue - - Chicago

AGENCIES WANTED.

WANTED—To represent reliable house who have good specialty for side line. Have west Texas territory with typewriter company. Can give good references. Address Mack D. Nobles, Farwell, Texas.

PROVINCE OF ALBERTA, CANADA—Manufacturers, firms, individuals desiring representation in this fast growing province, correspond with Alberta Office Supply Co., Box 51, Edmonton, Alberta.

NEW YORK DISTRIBUTOR with competent sales and mechanical department, established five years, desires agency mechanical office appliance. Address F-16, care Office Appliances, New York.

BUSINESS OPPORTUNITIES.

A LIVE STATIONER who can command from three to five thousand dollars can purchase a working interest in an old established book, stationery, office furniture business located in a hustling growing southern city of fifty thousand; climate ideal. Address G-12, care Office Appliances, Chicago.

FOR SALE.

MULTIGRAPHS (all models), Printographs, Writerpresses, Mimeographs. All at one-fourth to one-third original cost. Slightly used, but perfect. Guaranteed. Hundreds of largest commercial concerns, colleges, even the government, have bought from me. Rare bargains now. Russell A. Baum, Philadelphia Bourse, Philadelphia, Pa.

250 HUG CUSHION TYPEWRITER ROLLERS, new, for sale. 50c each. W. W. Sale, 929 Eighteenth Ave., N. Seattle, Wash.

REBUILT MULTIGRAPH BARGAINS.

ALL MODELS. Save from one-third to one-half. Cash or terms. Guaranteed for one year. Addressing machines, frames, drawers and cabinet prices cut to less than half. All models dictating machines at bargain prices. Cleveland Price, 440 South Dearborn St., Chicago.

AGENTS WANTED.

SALESMEN, jobbers and dealers wanted to handle our line of men's purses, pouches and other fine leather goods. Enclose 50c for three good samples. Elmer Evans Co. (Dept. 6), Oshkosh, Wis.

H. OHASHI & CO., 54 Leonard St., New York, leading manufacturers, wish to secure good representation everywhere throughout the world for their typewriter ribbons, carbon paper and Japanese copying books, etc. Best and standard in these lines.

SALESMAN WANTED

Somewhere there is a salesman acquainted with accounting methods who is anxious to better his prospects. Perhaps he is now in the office-appliance field.

I want a clean-cut clear-headed man to take a territory which we now have open for the sale of Elliott-Fisher Bookkeeping and other machines manufactured by this company—a man who can meet the presidents, treasurers and general managers of big concerns on common ground.

The man can earn upwards of thirty-five hundred dollars the first year. Here is an opportunity for a big man of broad vision to connect with a future where ability and effort will have their reward.

The sale of bookkeeping machines is rapidly growing, and this position opens up an opportunity for a sales-managership when ability to sell and manage other salesmen has been proven.

Give your experience and qualifications in reply. You may write me in the strictest confidence.

G. F. WATT, President

Elliott-Fisher Company, Harrisburg, Pa.

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